AUGUST 10, 1959

THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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did you know that...

Radio sets outnumber wage-earners in the U.S.A. by almost two to one? More than 146,000,000 sets are currently in operation! Just one more reason why

Spot Radio is a powerful sales-maker!

KOB	Albuquerque	WISH	Indianapolis	WJAR	Providence
WSB	Atlanta	KARK	Little Rock	WRNL	Richmond
WGR	Buffalo	WINZ	Miami	KCRA	Sacramento
WGN	Chicago	WISN	Milwaukee	WOAI	San Antonio
WFAA	Dallas–Ft. Worth	KSTP	Minneapolis–St. Paul	KFMB	San Diego
KOSI	Denver	WTAR	Norfolk	KOBY	San Francisco
WKMH	Detroit	KFAB	Omaha	KMA	Shenandoah
WANE	Fort Wayne	WIP	Philadelphia	KREM	Spokane
WSVA	Harrisonburg	KPOJ	Portland	WGTO	Tampa–Orlando
KPRC	Houston			KVOO	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

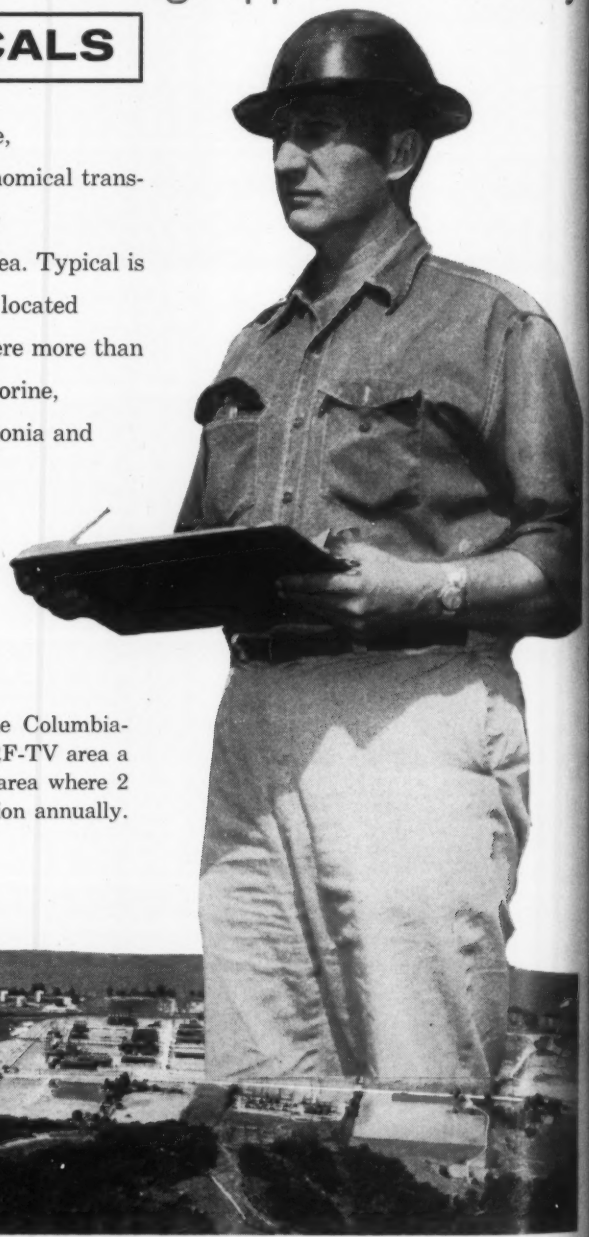
WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley

No. 13 IN A SERIES: CHEMICALS

With the deep salt wells supplying the essential brine, and the broad Ohio River furnishing economical transportation facilities, a rich, thriving chemical industry has arisen in the bountiful WTRF-TV area. Typical is this Columbia-Southern Chemical Corporation plant located at Natrium, W. Va., just south of Wheeling. Here more than 1,000 employees are engaged in the production of chlorine, caustic soda, chlorinated hydrocarbons, ammonia and titanium tetrachloride.



- More than $5 million annual payroll dollars of the Columbia-Southern Chemical Corporation help make the WTRF-TV area a *super* market for alert advertisers . . . a 39-county area where 2 million people have a spendable income of $2½ billion annually.

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.

National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

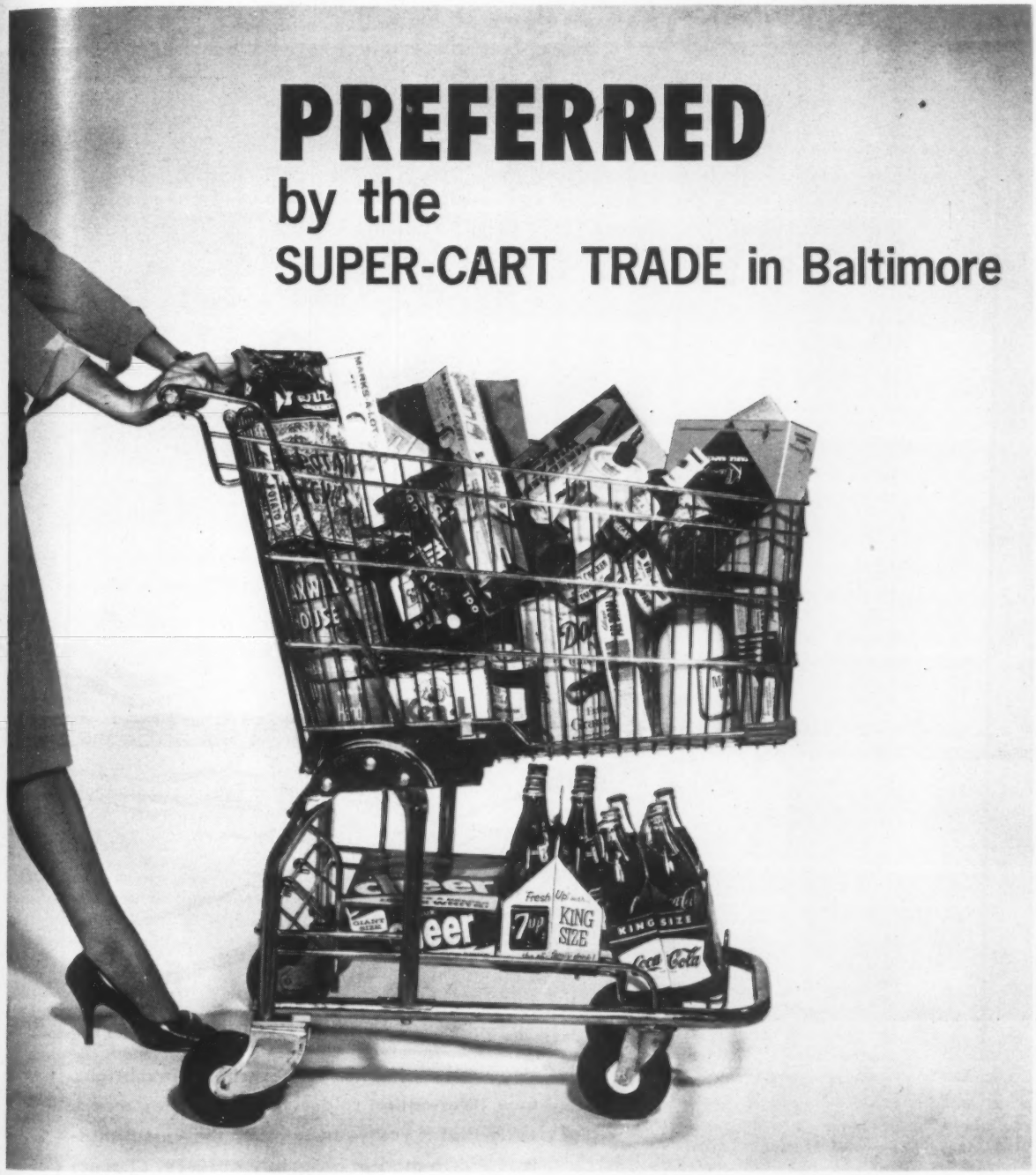
WHEELING 7, WEST VIRGINIA

wtrf tv

reaching a market that's reaching new importance!

CHANNEL 7

PREFERRED
by the
SUPER-CART TRADE in Baltimore



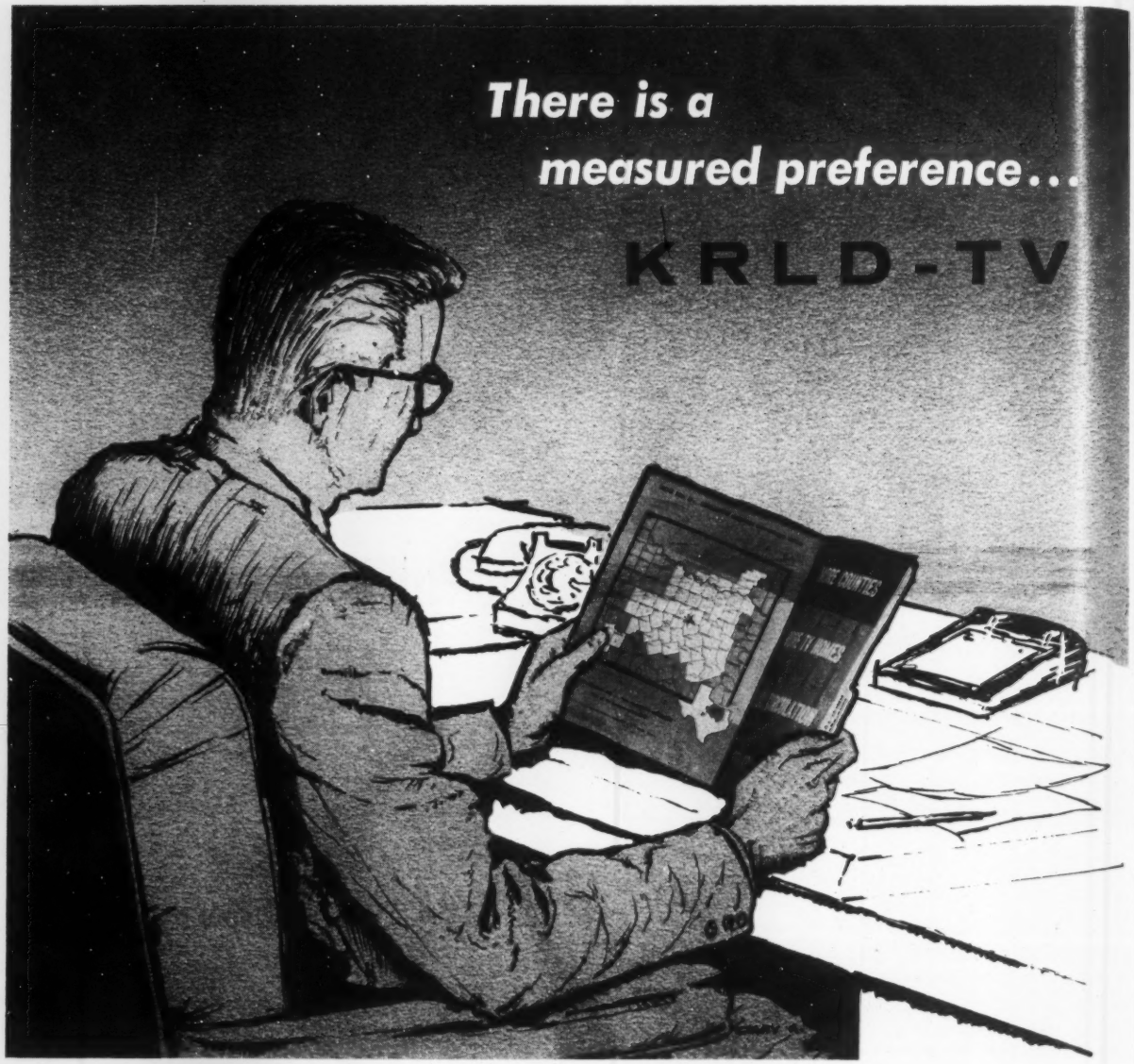
When you want to "push" a product in Baltimore, WCBM should be at the top of your radio list! The women . . . and men . . . who buy the groceries in Baltimore prefer WCBM's adult-level programming. You'll prefer WCBM too—when you see the adult-listenership surveys* on WCBM's continuing leadership in this huge and important market!

**Nielsen Adult Listenership Surveys*

WCBM

A CBS Radio Affiliate
10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*



This "measured preference" is best shown in a bright, new information folder that illustrates concisely and clearly that if you want to cover the vast Dallas-Fort Worth market area, buy KRLD-TV, Channel 4. Ask your Branham man for the "measured preference" information folders.

KRLD-TV

Represented Nationally by The Branham Company

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas

John W. Runyon
Chairman of the Board

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Big and little cars • Broadcast media plans of new "compact" cars to be out this fall probably will center on spot tv, say advertising sources close to Detroit. Introduction dates are guarded, but October is month seen for General Motors' Corvair, with Ford's Falcon and Chrysler's Valiant coming out later. Spot, it's explained, would provide flexibility that will be needed because of unknown distribution-selling factors.

On network tv, where automakers are lined up in force to peddle their new models next season, there are at least two added "exposures" in making at CBS-TV: General Motors is negotiating quietly via Campbell-Ewald for hour special for Oct. 9 that would feature Red Skelton and would introduce all GMs' 1960 models, and U.S. Steel, through BBDO, has plans for special "Steel Hour" salute to auto industry.

Color forecast • RCA executives expect color set sales this fall to exceed last year's sales by 250% to 300%, with indications in some markets in excess of that projection. While there are no official figures, it's estimated that sales to date of color sets are between 350,000 and 400,000.

In addition to RCA, which has teams touring country indoctrinating both distributors and color-equipped stations, Admiral will begin its heavy color set promotion in September—only other major manufacturer thus far to announce color production plans. While minimum color set price is $495, average consumer sale runs $695 for RCA product.

Taboo list • Next NAB tv code crackdown, again dealing with personal products commercials, will cover wider scope of items but probably will be executed without list of station casualties that marked recent antihemmorhoid campaign. Three-man code subcommittee, headed by E. K. Hartenbower, KCMO-TV Kansas City, expected to come out in next fortnight with results of extensive study of advertising for laxatives, under-arm products, depilatories, toilet tissue, corn and callous removers, and brassieres and girdles. Other subcommittee members are Donald H. McGannon, Westinghouse Broadcasting Co., code board chairman, and Gaines Kelley, WFMY-TV Greensboro.

Success story • Testimonial to effectiveness of radio advertising is reflected in phenomenal growth of General Finance Co., Chicago-based loan firm. Company has co-sponsored all Chicago White Sox baseball broadcasts on 30-station regional network for several years. As indication of success of its baseball sponsorship, General Finance makes it a point *never* to open branch office unless it's in city covered by Sox broadcasts, which are fed by WCFL, Chicago Federation of Labor outlet.

Hold it, please • Newest aid to editors of tv tape is reportedly being readied by Hughes Aircraft Co. for exhibition at Western Electronic Show and Convention (WESCON), Aug. 18-21 in San Francisco's Cow Palace. Device understood to comprise series of storage monitors (sometimes called "picture freezers") which when hooked into tv monitor circuit can halt picture, hold it for as long as 10 minutes. In addition to its use as tv tape editing tool, storage monitor is said to have applications to closed circuit tv for business and industry.

Educating the source • Sales pitch with double bounce is being prepared by Television Bureau of Advertising. It's financial presentation is designed for bankers at both national and local levels, but its purpose is not so much to get bankers into tv—on national level especially they're in it substantially already—as to get them clear in their own minds as to what television is and what it can do. This, TvB figures, should make them more receptive, or even aggressive, in working with local retailers who want financial assistance for tv campaigns of their own.

Political broadcasting • In Cuba they're talking about power of television as political force as used by Dr. Fidel Castro and his revolutionary government. Dr. Castro's tv appearances run from four to six hours and all Cuba seems to watch. Cited as indicative of government operation through tv was his July 17 oration which began at 8 p.m. and concluded after midnight. During that address, President Urrutia resigned, marking first time in history where head of nation had been deposed via television.

Everybody in the act • House Oversight Subcommittee, which is step ahead of Senate Commerce Committee in race to investigate tv quizzes (see story page 63), may in future find its tracks covered by second Senate body. Senate's Administrative Practices & Procedures Subcommittee, headed by Sen. John Carroll (D-Colo.), has been closely following House Oversight activity in all fields, requesting copies of House group's records in all activities. Carroll subcommittee has given no indication it plans to enter tv quiz investigations but will call FCC and other agencies up in near future on ex parte legislation as follow-up of earlier hearings (BROADCASTING, July 27).

First drop • General Foods, giant coffee advertiser and heavy spot tv user, breaks today (Aug. 10) with national changeover of new copy in its spot tv advertising for Maxwell House coffee. Newly-themed commercials were tested during summer by Ogilvy, Benson & Mather, New York, first major sendoff for Maxwell House vacuum packed ground coffee since Ogilvy acquired account from Benton & Bowles first of this year and became GF's fourth ad agency.

Late starters • Some broadcasters who wouldn't put up money for membership in all-industry ASCAP committee are now trying to make sure that benefits of reduced ASCAP fees which committee obtained will apply also to them. U.S. District Court Judge Sylvester J. Ryan last June ruled that present fees are too high, suggested revisions downward (AT DEADLINE, June 22). He is expected to sign decree Oct. 15, but new rates will apply only to stations involved in litigation. This is due to clause in 1950 consent decree which provides that relief on fees will go only to those who file suit against ASCAP.

Problem is that many broadcasters who didn't join broadcasters' committee signed new ASCAP licenses Jan. 1 under old rates. These contracts run for several years. Thus many stations are hooked for higher rates until their present contracts run out. Word of their plight is being brought to attention of congressmen and Dept. of Justice.

Fm builder • Move toward group fm operation underway on West Coast by veteran broadcaster Rogan Jones (KVOS - AM - FM - TV Bellingham, Wash.). Plan apparently is to saturate West and Northwest with commonly-owned fm stations, program them from central source using latest in automatic gear. Besides Bellingham where Mr. Rogan is building fm, he has fm application for San Diego area (La Mesa), is applying for Portland, Ore., is said to be dickering to buy fms in Los Angeles and San Francisco. Other markets on which he has eye, according to reports, are Seattle, Phoenix and Salt Lake City. Seven fm's are limit one entity can own.

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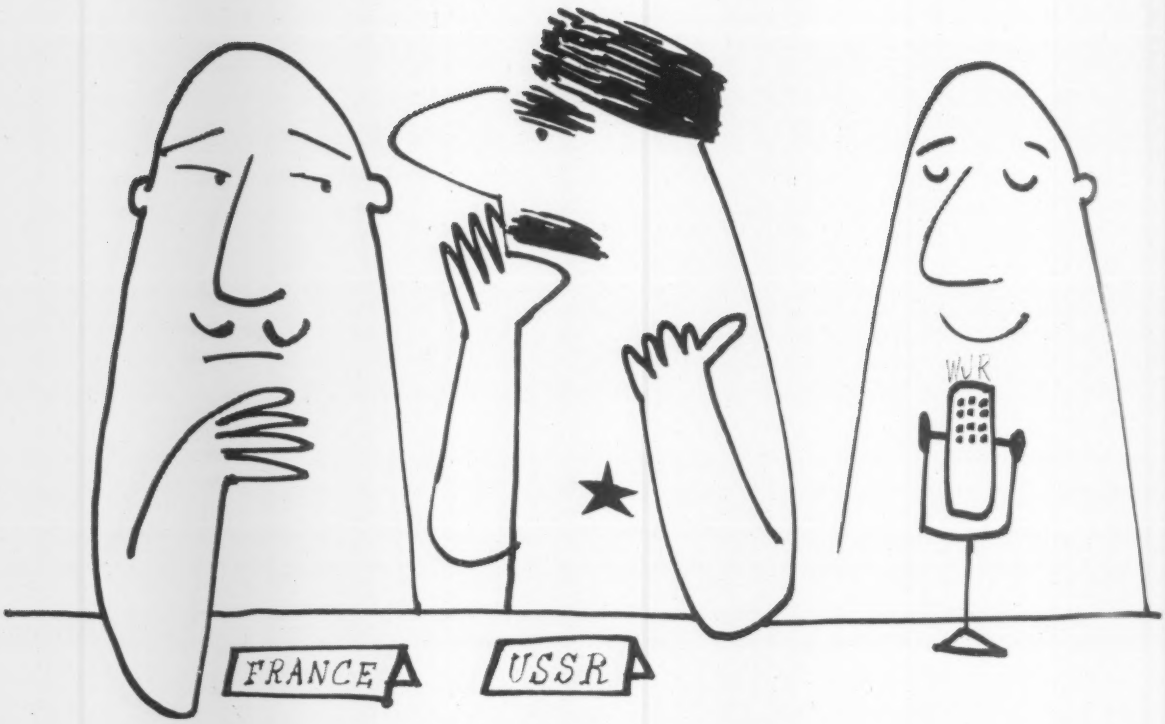


"КТО ЭТО ЧЕЛОВЕК?"

The question: "Who's this man?"

The answer: "Peter Hahn, WJR News."

The place: the Foreign Ministers Conference in Geneva. Of course, Hahn wasn't really sitting at the conference table, but he got as close as any newsman could to broadcast live reports direct from Geneva to WJR twice daily.

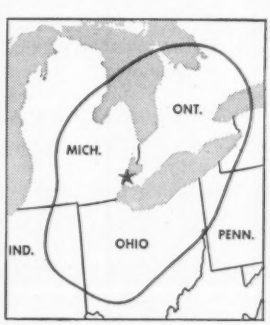
While Hahn was overseas, WJR staffer Jack Hamilton made several direct reports from Washington on major national news stories.

And all of this in addition to *nine* 15-minute newscasts every day.

This is the sort of news coverage WJR gives its audience.

Comprehensive news reporting is an example of what's happening at WJR, a station where radio is a living, breathing broadcast medium (rather than just a gigantic juke box). We call it "complete-range programming" . . . programming with something for everyone, tailored for the many different tastes and needs of the 17 million folks within sound of our voice.

If you'd like to grow in the Great Lakes area, join a fine company of advertisers and grow with WJR. See your advertising manager, agency or Henry I. Christal representative.



WJR's primary coverage area —over 17,000,000 people

WJR DETROIT
760 KC 50,000 WATTS
RADIO WITH ADULT APPEAL

WEEK IN BRIEF

MR. SMITH

Time to update promotion reports • Agencies and advertisers want all essential details of the promotion and merchandising support which stations accord their advertising buys, but there is a need for updating, condensing and making more uniform the reporting procedures. Some facets of the problem are explored by Harold A. Smith, program promotion and merchandising manager, Needham, Louis & Brorby, Chicago, in this week's MONDAY MEMO. Page **23.**

Giveaway industry • Multi-million dollar business centers around prizes and gifts donated on radio and tv programs. A penetrating look into one of broadcasting's fascinating facets, with directory of leading operatives. Page **33.**

Hard stuff on radio? • Schenley Industries peeps around for possible exposure of corporate image-type commercial on radio. Page **38.**

Bras & girdles • Modest tv use by Peter Pan increases viewer awareness of brand name. Page **44.**

'Modern' radio gets together • Bartell group forms association for large-market independents specializing in "modern" programming. Object: More time sales. Page **52.**

Sword & plowshare • Conelrad operational techniques, as applied by Florida Defense Network will furnish all stations with hurricane information through an instantaneous intra-state fm network. It opens up new possibilities to broadcasters. Page **56.**

Ways still divide • Two congressional committees continue separate courses in tv quiz investigations: House body secures grand jury records while Senate committee petitions court for equal access. Page **63.**

It's all up to House • Only one remaining congressional hurdle blocks equal time relief as House Commerce-approved amendment is reported to floor. Bill now goes to Rules Committee. Page **66.**

Global radio conference underway • World meeting on radio spectrum in Geneva starts August 17; U. S. delegation chief sees greatest activity in shortwave broadcasting and communications and marine radio services —plus such new areas as space communications and radio astronomy. Page **71.**

Never the twain . . . • Put community tv in separate section of Communications Act, otherwise there's danger of intermingling common carrier regulations and broadcasting, FCC says in filing comments with Senate Committee on this subject and on booster legislation. Page **73.**

Tv facelifting in Canada • Government's new policy prompts queues of applicants at major markets. First hearings will be at Winnipeg and Vancouver next January. Also: Board of Broadcast Governors lays down new ground rules for television. Page **86.**

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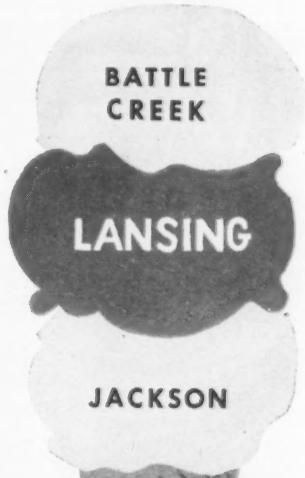
HELP YOURSELF
to a
TRIPLE SCOOP
in
MICHIGAN



Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV
MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)
RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)
TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with
WILS—Lansing
WPON—Pontiac

WKMH

carries the ball for BIG GAINS in the rich Detroit market

FOOTBALL

DETROIT LIONS

all games—home and away

•

UNIVERSITY OF MICHIGAN

complete schedule

•

plus Detroit's best

SPORTS PROGRAMS

. . . 8 shows daily with

VAN PATRICK

and Frank Sims

Represented by

EDWARD PETRY & CO. Inc.

CBS RADIO

WKMH

DETROIT • DEARBORN

the station that has everything

KNORR BROADCASTING CORP. FRED A. KNORR, President

AT DEADLINE

LATE NEWSBREAKS APPEAR ON THIS PAGE AND NEXT • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 33

SSC&B drops Salada; high on Lipton list

Salada-Shirriff-Horsey Ltd., Toronto, account worth estimated $1.5-2 million at Sullivan, Stauffer, Colwell & Bayles, New York, has been resigned by agency effective Oct. 15. Agency is to announce today (Aug. 10) that "growing conflict" among Salada Tea products and those to be marketed by other SSC&B clients was basic cause. As expressed by spokesman for account Friday (Aug. 7), "The marketing strategies met each other head on."

Products affected: Salada Tea, Junket Rennet Powder, Danish Dessert and Sea Brand Frozen Shrimp (new product for which introduction campaign is now in progress). Other Salada-Shirriff-Horsey agencies in U. S. include Leo Burnett Co., H. W. Warden Assoc. and Doherty, Clifford, Steers & Shenfield.

Meanwhile, it was learned Friday that Thomas J. Lipton Inc. for its Lipton Tea has held account discussions with SSC&B. Lipton, which has left Young & Rubicam, New York, also has been talking with other agencies. But with Salada Tea resigned, SSC&B, according to close observers, has strengthened its hand to receive Lipton.

KPOL to join MBS

KPOL Los Angeles, 10-kw independent on 1540 kc, directional night, is to become MBS affiliate there succeeding KHJ Los Angeles, KPOL said Friday, provided satisfactory arrangements can be worked out with American Federation of Television and Radio Artists concerning station's change of status. No changeover date has been set.

MBS signs five; set for Yankee drive

Signing of five stations as affiliates of Mutual was announced last Friday (Aug. 7) by Robert F. Hurleigh, president, who noted that for KAYO Seattle, agreement marks outlet's first network affiliation in its 33-year history.

Other stations signed were WALE Fall River, Mass.; WBRK Pittsfield, Mass.; WTOR Torrington, Conn., and WWCO Waterbury, Conn. With exception of WWCO and KAYO, stations are part of Yankee Network and had received Mutual programming via WNAC Boston, MBS affiliate owned by RKO General. WNAC has not renewed its contract with Mutual, which was to expire yesterday (Aug. 9). Network therefore signed individual affiliation agreements with outlets.

Mr. Hurleigh said that Charles King, MBS director of station relations, is set to visit 20 other Yankee stations in hopes of signing them.

Back to work

After absence of four months from CBS-TV, Arthur Godfrey will be seen Sept. 16 (10-11 p.m. EDT) as host of one-hour variety special under combined sponsorship of Benrus Watch Co., Kitchens of Sara Lee and Hoover Co. (vacuum cleaners). Program includes originations from Hawaii (where he currently is taping portions of show) and Mr. Godfrey's Virginia farm. Total of four tv specials during 1959-60 season are tentatively planned by veteran radio-tv star.

Satellite's 'tv' eye scans Earth clouds

Forerunner of space television, crude "sensing" device, is telling earthmen what their cloud cover looks like. Equipment is part of major scientific package in "paddlewheel" Explorer VI satellite which blazed aloft from Cape Canaveral Friday morning into estimated year-long, 160-23,000 mile orbit above earth.

Device was described as elementary tv camera designed to relay crude picture of earth's cloud cover for meteorological purposes. Success hinges not only on efficient operation of instrument, National Aeronautics & Space Administration said, but also on motion and flight attitude of satellite itself.

Here's how NASA described scanning device: Peeking through one side of satellite is small facsimile unit, consisting of two parts: tube, with mirror which receives and focuses dark and light impressions, and electronic computer which computes and records impressions before they are converted into radio signals.

In orbit, satellite spins at rate of 2.8 revolutions per second. Once per revolution facsimile unit records signals which are received as dots—row of 28 dots equalling one line. Aggregate of lines will form picture ("snowy" picture in parlance of tv, NASA said). Each picture will be composite of weeks of signals from facsimile unit.

Another highlight of new satellite is use of 8,000 solar cells on four paddle-shaped vanes projecting from waist of satellite. These will be used to recharge batteries so telemetering and tracking signals can continue for year. Pulse sent from earth can be used to regulate rate of battery charging.

Among other of 15 scientific investigations designed to be undertaken by satellite are:

- Behavior of radio waves in ionosphere.
- Measurement of Van Allen belts of radioactive radiation.
- Mapping of magnetic field blanketing Earth, particularly over poles.
- Density and patterns of micrometeorites (space dust).

Frequencies being used to track satellite, as well as carrier for telemetering signals are 108.06 mc and 108.09 mc.

Instrument-packed, 142-pound satellite makes flight around earth once every 11-12 hours. Elongated orbit is 48 degrees to Earth's equator—running southern Europe to northern South America.

Communications equipment has built-in capability of transmitting up to 50 million miles, NASA said. This is about distance to Mars and Venus when these planets are nearest Earth, it was pointed out.

Rocket which blasted satellite into orbit was 90-ft. Thor-Able unit weighing 53 tons. Satellite was launched at 22,000 miles-per-hour. Satellite contains "kicker" rocket to be used if it comes too near Earth—say 100 miles or thereabouts. On signal from Earth, satellite would be kicked back upstairs to "safe" 140-160 miles.

Zenith profit jumps

Zenith Radio Corp. Friday reported net consolidated profits of $4,901,721 ($1.66 per share) and sales of $106,862,800 for first six months of 1959. Profits reached $1,577,830 (54 cents a share) and sales $47,642,024 for three months ending June 30, according to Joseph S. Wright, Zenith president. Profits were up 64% and sales 43% over 1958 period. Mr. Wright also reported 15% larger share of total tv industry volume and tighter hold on "first

CONTINUES *on page 10*

AT DEADLINE

CONTINUED *from page 9*

place," which it claimed earlier in week (story page 84). Factory shipments of tv receivers in first half were 48% ahead of same period last year, he said.

Station sales: WDRF, WOHP, KODY, KOOD

Sales announced Friday:

WDRF Chester, Pa. • Sold by company headed by Louis R. Kapelski to Ogden R. Davies, Max Cornfeld, Clyde R. Fry, John M. Banzhoff and Jack Greenblatt for $250,000. Mr. Davies has minority holdings in WNAR Norristown and WKAP Allentown, Pa. Others are businessmen. WDRF is on 1590 kc with 1 kw directional night.

WOHP Bellefontaine, Ohio • Sold to Niagara Frontier Broadcasting Corp. (Tom W. Talbot president) by Ted Nelson and David Gifford for $105,000. Frontier also operates WJJL Niagara Falls, N. Y. Sale was handled by Hamilton, Landis & Associates. WOHP operates on 1390 kc with 500 w, day.

KODY North Platte, Neb. • Sold by firm headed by Hartley L. Samuels to George B. Dent Jr. and Maxine R. Dent for $197,500. Present KODY stockholders own WDLB Marshfield, Wis., and WWIS Black River Falls, Wis. KODY is on 1240 kc with 250 w.

KOOD Honolulu (construction permit), Hawaii • Sold by Robert H. Pearson and Mary K. Wong to Alister W. McDonald, Maurice J. Sullivan, John E. Porter and 10 others for $63,000. Messrs. McDonald and Porter are associated in food store chain and are manufacturers agents. Mr. Sullivan operates freight agency. KOOD, almost complete, will be on 990 kc with 1 kw.

Tv bids filed

Tv applications Friday:

Roswell Telecasting Co. (William Sam Evans, owns distributing firm in Fort Smith, Ark.), ch. 10 at Roswell, N.M. Proposed power: 0.332 kw visual, 0.264 kw aural, antenna 111 ft. above average terrain. Cost: $36,500; estimated first year's operation cost $88,000, revenues $93,000.

Wausau Telecasting Co. (John H. Freeman, cookware, china, flatware, cutlery distributor franchise in Dallas), ch. 10 at Wausau, Wis. Proposed power: 0.332 kw visual, 0.264 kw aural. Estimated cost, $32,500, first year's operation $70,000, first year's revenues $100,000.

Labor talks on tv

Rash of requests for "equal time" to reply to President Eisenhower's radio-tv address on labor legislation last Thursday (Aug. 6) were turned aside by tv networks Friday. But all scheduled "News discussion" programs for this week to air views of congressmen concerned with issue. The networks' concensus: equal time as such applies only to office seekers, which President is not, and "rebuttal" programs will be carried only because labor legislation is now matter of high public interest.

ABC-TV has scheduled Reps. Frank Thompson (D-N. J.) and James Roosevelt (D-Calif.) for this evening (Monday), 7:30-7:45 p.m.; NBC-TV will put Reps. Stewart Udall (D-Ariz.), Robert P. Griffin (R-Mich.), John Shelley (D-Calif.) and Phil M. Landrum (D-Ga.) on air tonight from 7:30-8 p.m., and CBS-TV has scheduled 7:30-8 p.m. Tuesday discussion by Reps. Udall and Shelley.

Court access in R. I.

Rhode Island district judge set precedent late last week by admitting radio and television newsmen as well as press photographers in Cranston (R.I.) courtroom for arraignment of three prison escapees. However, tv cameramen were asked to stop cameras before end of session when Judge William N. McSoles said noise became too distracting. Several Providence radio and tv stations taped and filmed portions of arraignment for broadcast on news programs Thursday night.

Moscow visitors

Dr. Frank Stanton, CBS Inc. president, is in Soviet Union with Mrs. Stanton until Aug. 17 having arrived Aug. 4. He is member of Advisory Commission for American Exhibit in Moscow, opened fortnight ago by Vice President Nixon. Also still in Soviet Union is RCA President John J. Burns, who attended opening of exhibition.

• Business briefly

• Anheuser-Busch Inc., St. Louis, for Busch Bavarian Beer, has signed as one-quarter sponsor of NBA professional basketball telecasts over NBC-TV. Saturday and Sunday afternoon programs begin mid-October, marking sixth year of NBC coverage. Half sponsorship for Phillies Cigars was previously announced. Anheuser-Busch Agency: Gardner, St. Louis.

• Chesebrough-Pond's Inc., N.Y., appoints Norman, Craig & Kummel, N.Y., as agency for its Vaseline hair tonic and lip-ice, estimated at $3 million. Account had been at McCann-Erickson until two months ago. Major portion of budget is slated for network and spot tv and spot radio. This is second substantial account acquired by NCK in past 30 days. Earlier it was named agency for $4.5 million Hertz-Rent-A-Car business.

• Chun King Sales Inc. (frozen oriental foods), Duluth, Minn., will utilize spot tv in approximately 30 markets to spread news of its offer to reimburse consumer for price of any frozen dinner, provided one of Chun King's three Cantonese meals is also purchased. Four-week campaign beginning Sept. 14 covers markets chosen on basis of oriental food consumption as well as size. Minutes are to be bought in quantity calculated to reach 70% of tv homes in chosen markets more than four times each. Agency: BBDO, Minneapolis.

• Proctor Electric Co. (irons, toasters, ironing equipment), Philadelphia, Sept. 7 initiates eight-week tv spot campaign over 10-week period in some 32 markets, including 10 largest. Average of 15 spots per week will be used, most of them one-minute. Agency: Weiss & Geller, N.Y.

• Fates & Fortunes

• DAVE CRANDELL transfers from New York office of N. W. Ayer & Son to agency's Hollywood office where he will have overall responsibility for agency's tv activities for Plymouth, primarily *Steve Allen Plymouth Show* which starts Sept. 28 on NBC-TV.

• Four executives of Los Angeles office of Erwin-Wasey, Ruthrauff & Ryan appointed vice presidents: ROBERT FERGUSON, account supervisor, Chicken o' the Sea; FRANK MCMAHON, account supervisor, Carnation Instant Milk; JAMES T. VANDIVEER, account supervisor, Carnation Evaporated Milk, and DONALD G. CUTLER, industrial division manager. MELVIN E. SMITH elevated to senior vice president, account management. EMMETT C. MCGAUGHEY, executive vice president in charge of west coast operations, also announced institution of new three-man executive committee system to service each account.

• VICTOR E. FORKER, account executive, WNEW New York, named station manager of WDRC Hartford.

Other Fates & Fortunes, Page 80

WFBM-TV more than doubles your Indianapolis potential

for every 10 families in the Indianapolis Trading Area . . . there are 13 in its Satellite Markets.

Figure how much more these prosperous Mid-Indiana families can buy from you with their far-higher-than-average incomes . . . and note that WFBM-TV puts this key sales area *within your first 15 markets!* In Indianapolis, television marketing with WFBM-TV makes real sense.

Where else will you find satellite markets that are 33% richer and 50% bigger than the Metropolitan Trading Zone itself? Where else do you find such a widespread area covered from *one* central point . . . and by just *one* station with no overlapping basic affiliates of the same network?

WFBM-TV dominates Mid-Indiana, because it is the only basic NBC outlet penetrating this market —Nielsen Coverage Study No. 3 confirms these facts. Let us show you how to test regional marketing ideas with amazing results.

Represented Nationally by the KATZ Agency

only basic NBC coverage of America's
13th TV Market—*760,000 TV homes.*

INDIANAPOLIS—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

11 SATELLITES—Each market within WFBM-TV's verified coverage . . . Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

CHANNEL 6
WFBM TV
INDIANAPOLIS
OUR 10TH ANNIVERSARY

FAMOUS ON THE LOCAL SCENE YET KNOW

YOU KNOW WHERE YOU'RE GOING with STORER

—THE STATIONS THAT ACCENT THE SELL

Steer your sales to steady increases with a name that is known for results. Over the years, the vast majority of America's biggest and most astute advertisers have consistently relied on Storer leadership for leadership themselves . . . General Motors...Proctor & Gamble ...R. J. Reynolds...Revlon...General Foods...Schlitz...Kellogg...General Electric. Join these and many hundreds of other distinguished names on the stations that assure success, because, with Storer, you always know where your sales are going. With Storer, they're going up!

NOW THROUGHOUT THE NATION

STORER BROADCASTING COMPANY©

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV
Ch. 2—CBS
Your "Must" Station
to Cover Detroit

•

CLEVELAND
WJW-TV
Top News—Top Movies
CBS Programming

•

TOLEDO
WSPD-TV
1st in Toledo
Covers 2,000,000

•

ATLANTA
WAGA-TV
More Top Movies
More News—More Coverag

•

MILWAUKEE
WITI-TV
CBS Programming
Top Movies

•

RADIO

PHILADELPHIA
WIBG
50,000 watts—First, by far
in Philadelphia

•

DETROIT
WJBK
WJBK Radio is Detroit

•

CLEVELAND
WJW
Wonderful, just wonderful!
Tops in network—Tops in loc

•

WHEELING
WWVA
Only full-time CBS
Network Station in
Pittsburgh-Wheeling area

•

TOLEDO
WSPD
It only takes one
to reach ALL Toledo

•

MIAMI
WGBS
50,000 Watts—CBS
ALL South Florida

•

LOS ANGELES
KPOP
Covers the
2nd largest market

NATIONAL SALES OFFICES:
625 Madison Ave., N.Y. 22
PLaza 1-3940
230 N. Michigan Ave., Chica
FRanklin 2-6498

throughout the world.....

Air photo by Wahl's Photographic Service

throughout the rich Rochester Area.....

WHEC

STANDS FOR

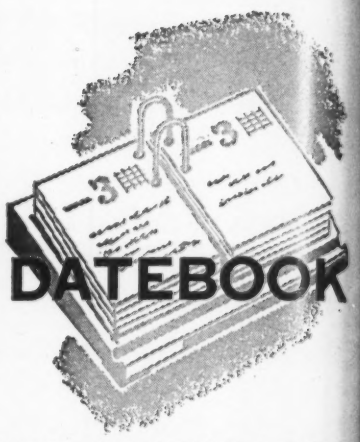
QUALITY

IN RADIO

REPRESENTATIVES:
EVERETT McKINNEY INC.
NEW YORK • CHICAGO
LOS ANGELES • SAN FRANCISCO

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

AUGUST

Aug. 16-18—Georgia Assn. of Broadcasters, summer meeting, Jekyll Island.

Aug. 16-18—Georgia AP Broadcasters, Jekyll Island.

Aug. 18-21—National Assn. of Educational Broadcasters, seminar for radio station managers, U. of Wisconsin, Madison. Among 11 scheduled sessions: role of educational radio as educational-cultural-public service agency; how NAEB can implement educational radio; future relationships between NAEB and National Education Tv & Radio Center; grant-in-aid programs; future of NAEB radio network service; radio programming in the face of tv; legal problems, legislation and FCC relations; international relations involving NAEB and stations; present and future of fm development; public relations and promotion.

Aug. 18-21—Western Electronic Show & Convention (Wescon), Cow Palace, San Francisco. Dr. Herbert F. York, Defense Dept. director of research and engineering, will speak Aug. 21 at luncheon to be held at Fairmont Hotel. Corporate meeting at Fairmont, Aug. 19.

Aug. 20-22—South Carolina Broadcasters Assn., Holiday Lodge, Myrtle Beach.

*Aug. 22-23—Arkansas Broadcasters Assn., Arlington Hotel, Hot Springs. Howard H. Bell, NAB, will conduct editorializing clinic. State's AP and UPI broadcasters meet Aug. 22.

Aug. 23-24—UPI Broadcasters of Connecticut, Massachusetts, Rhode Island, Maine, Vermont and New Hampshire aboard aircraft carrier Wasp at sea; board destroyer at South Boston Naval Annex for transfer to Wasp 100 miles out; return to Boston.

Aug. 24—Comments due on FCC's proposal to revise Secs. 1.212-1.218 establishing two classes of rulemaking proceedings, with one involving "special consideration" in which all ex parte representations would be barred. Docket No. 12,947.

Aug. 24-28—American Bar Assn., annual meeting, The Americana, Miami Beach, Fla.

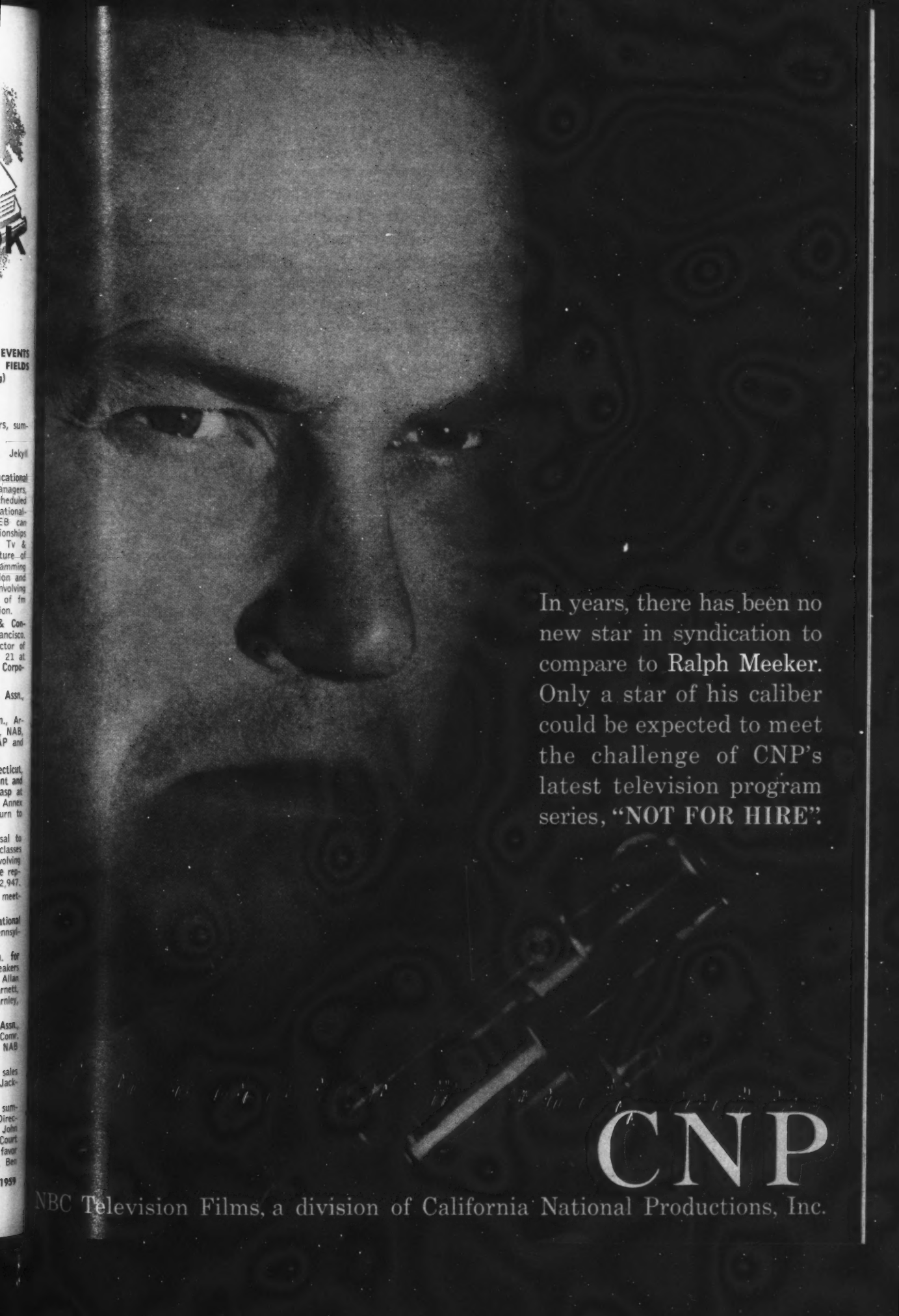
Aug. 25-28—Closed-circuit tv seminar, National Assn. of Educational Broadcasters, U. of Pennsylvania, University Park, Pa.

Aug. 25-29—Ninth annual meeting, Assn. for Education in Journalism, U. of Oregon. Speakers include Dr. F. Stanton, CBS president; Allan Nevins, author-historian; James A. Barnett, Purex Corp. vice president; Mitchell V. Charnley, U. of Minnesota.

Aug. 28-30—West Virginia Broadcasters Assn., Greenbrier, White Sulphur Springs. FCC Comr. Frederick W. Ford and Howard H. Bell, NAB assistant to president, will speak.

Aug. 29—Mississippi Broadcasters Assn., sales management conference, Heidelburg Hotel, Jackson.

*Aug. 28-29—Oklahoma Broadcasters Assn. summer meeting, Lake Murray Lodge, Ardmore. Directors meeting and UP meeting Aug. 28. Judge John Brett, presiding judge of Oklahoma Criminal Court of Appeals whose court rendered decision in favor of court broadcasting, will address luncheon. Best


In years, there has been no new star in syndication to compare to Ralph Meeker. Only a star of his caliber could be expected to meet the challenge of CNP's latest television program series, "NOT FOR HIRE".
CNP
NBC Television Films, a division of California National Productions, Inc.

"Not including your family, what do you consider the three most important things you have in your home?" That question was put to a national cross-section of Americans by R. H. Bruskin Associates, an independent research organization.

FIRST CAME THE TELEVISION SET— named by 38.8% of the respondents—closely followed by The Refrigerator (36.9%) and The Stove (36.3%). Behind them came The Washer and/or Drier (28.1%) and The Bed (12.8%).

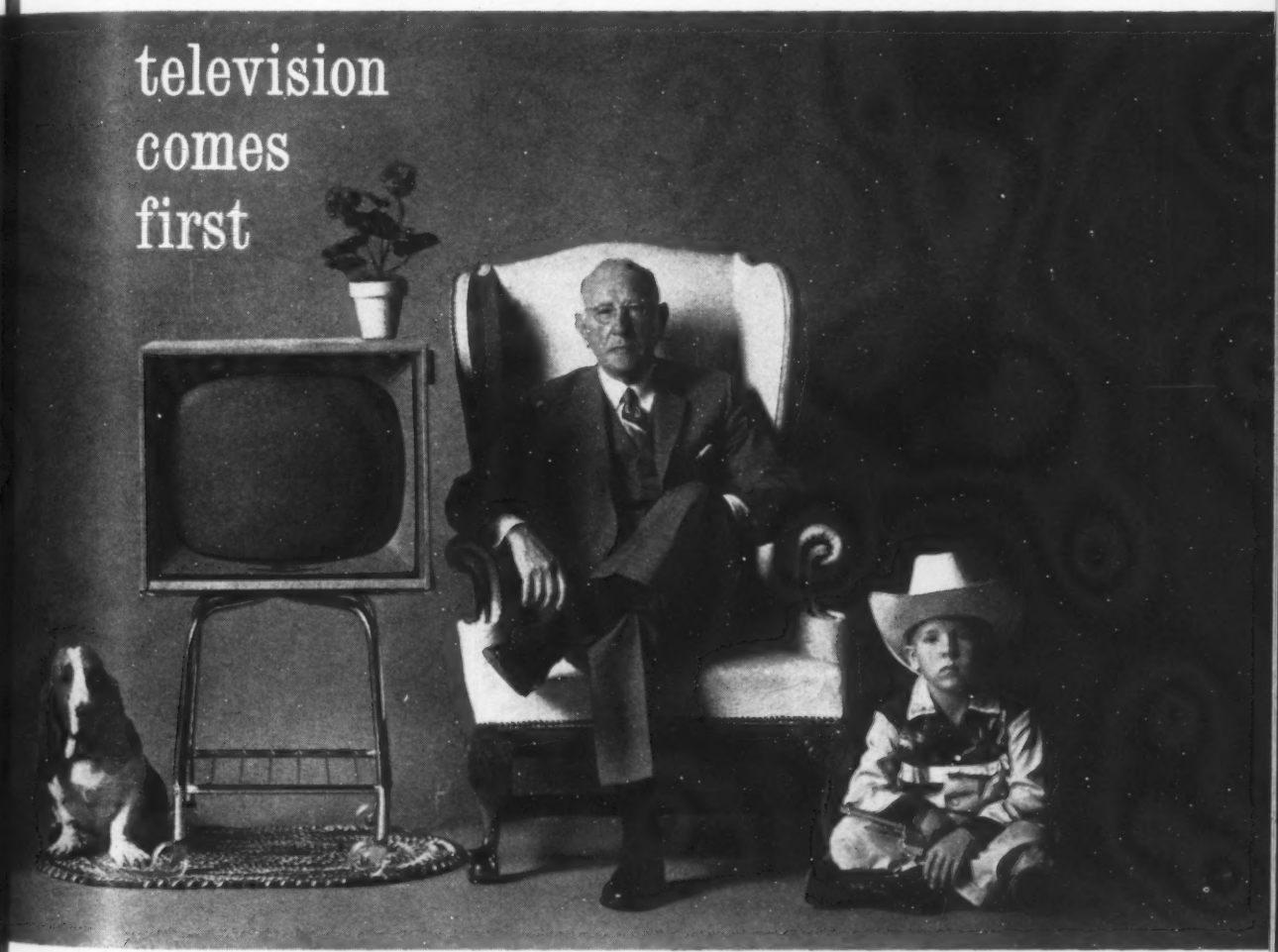
What television network do people know best and like best? That question was posed to another national cross-section by The Psychological Corporation, again as part of a continuing independent survey of American attitudes.

FIRST CAME NBC— in public familiarity, in general preference and in general esteem for doing "the best job." In the various areas of network service examined by the study, NBC was: First In News · First In Entertainment · First In Serving the Public Interest · First In Informational Programming · First In "Bringing Advertising to Viewers That Is Helpful in Choosing Products and Services."

These surveys were made without direction or suggestions by any broadcaster.* The results of both speak eloquently for themselves—the one for television, the other for the totality of television service offered by America's first network.

next to the family...

television comes first



NBC TELEVISION NETWORK

*Copies of surveys available upon request to R. H. Bruskin Associates, 66 Bayard St., New Brunswick, N. J., and to Marketing and Social Research Division, The Psychological Corporation, 304 E. 45th St., New York 17, N. Y.

Picture Q*

*What's your WOODquotient?

The only full time sports director in Grand Rapids belongs to WOOD-AM. Who is he?
DUFFY DOUGHERTY AL ACKERMAN
BENNIE OOSTERBAAN

(Sports Director Al Ackerman keeps local fans on the play)

Speaking of sports, and other news in general, how many full-time two-way-radio news cruisers does WOOD-AM use?
1 3 5

(5 cruisers . . . no sleetoyers and 1 tanker)

The weekend listening audience, swelled with travelers, belongs to WOOD-AM. What's this station's average share?
35% 27% 21%

(WOOD-AM averages 27% of this six-station market's audience — leads in 32 out of 34 broadcast hours)*

WOOD-AM's weekend programming includes direct reports from state parks, beaches, news sites and traffic points. How many remote pick-ups in a typical weekend? 57 69 75

(Sixty-nine messages beamed to WOOD Radio Central)

How to rate your WOODquotient:

0 right—Ignorance is no excuse.
1-2 right—Improve your WOODquotient! Call Katz.
3 right—Aaaah, we made 'em too easy.
4 right—All right, smarty, where's your order?

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

WOOD AM TV

WOODland Center, Grand Rapids, Michigan

WOOD-TV — NBC for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

Sanders, KICD Spencer, Iowa, will conduct sales clinic.

SEPTEMBER

Sept. 3—North Carolina AP Broadcasters annual meeting, Charlotte.

Sept. 4-5—Texas AP Broadcasters, 1959 convention, Rice Hotel, Houston.

Sept. 10—Advertising Research Foundation seminar in operations research, on 13 consecutive Thursdays starting this date. Further information from ARF.

Sept. 11-12—Country Music Assn. Board of Directors, Springfield, Mo.

Sept. 11-13—Southwest stereo/hi-fi show, Shamrock-Hilton Hotel, Houston, Tex.

Sept. 12—AP Broadcasters of Ohio, Columbus.

***Sept. 12-13—Annual fall meeting, Illinois News Broadcasters Assn.,** Hotel Leland, Springfield.

Sept. 16-18—Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord.

Sept. 17—Assn. of National Advertisers sales promotion workshop at Hotel Sheraton-East, New York. Program on "incentive selling methods" to include panel discussions, case histories and presentations by recognized authorities. Horace Barry, merchandising manager, The Nestle Co., is program committee chairman.

Sept. 17-19—Mutual Adv. Agency Network, second in series of three-day workshop-business sessions under new format calling for three (instead of four) annual meetings, Bismarck Hotel, Chicago.

Sept. 18-19—National Assn. of Fm Broadcasters (formerly Fm Development Assn.) convention, Palmer House, Chicago.

Sept. 18-20—Southwest stereo/hi-fi show, Hotel Adolphus, Dallas, Tex.

Sept. 18-20—United Press International Broadcasters Assn. of Minnesota, Sawbill Lodge, Tofte.

***Sept. 21—AP Radio & Tv Assn.'s** board of directors annual meeting, AP Bldg., 50 Rockefeller Plaza, New York.

Sept. 21-22—Louisiana Assn. of Broadcasters, Francis Hotel, Monroe. Speakers include Ed Fitzgerald, J. Walter Thompson Co., Chicago, and Charles H. Tower, NAB personnel-economics manager, who will speak on "Labor Problems and Solutions in Broadcasting."

Sept. 22-24—Electronic Industries Assn. fall conference, Hotel Traymore, Atlantic City, N.J.

Sept. 21-23—Westinghouse Broadcasting Co. Third Industrywide Public Service Programming Conference, Stanford U., Palo Alto, Calif.

Sept. 23-24—CBS Radio Affiliates Convention, Waldorf-Astoria, New York.

Sept. 24-26—AFA 10th District convention, Hotel Texas, Fort Worth.

Sept. 25—Advertising Research Foundation, fifth annual conference, Waldorf-Astoria, New York.

***Sept. 25-26—North Dakota Broadcasters Assn.,** Valley City.

Sept. 25-26—Ninth annual **Broadcast Symposium, Institute of Radio Engineers and American Institute of Electrical Engineering,** Willard Hotel, Washington.

Sept. 26-27—American Women in Radio & Television, southwestern conference, Shamrock Hotel, Houston.

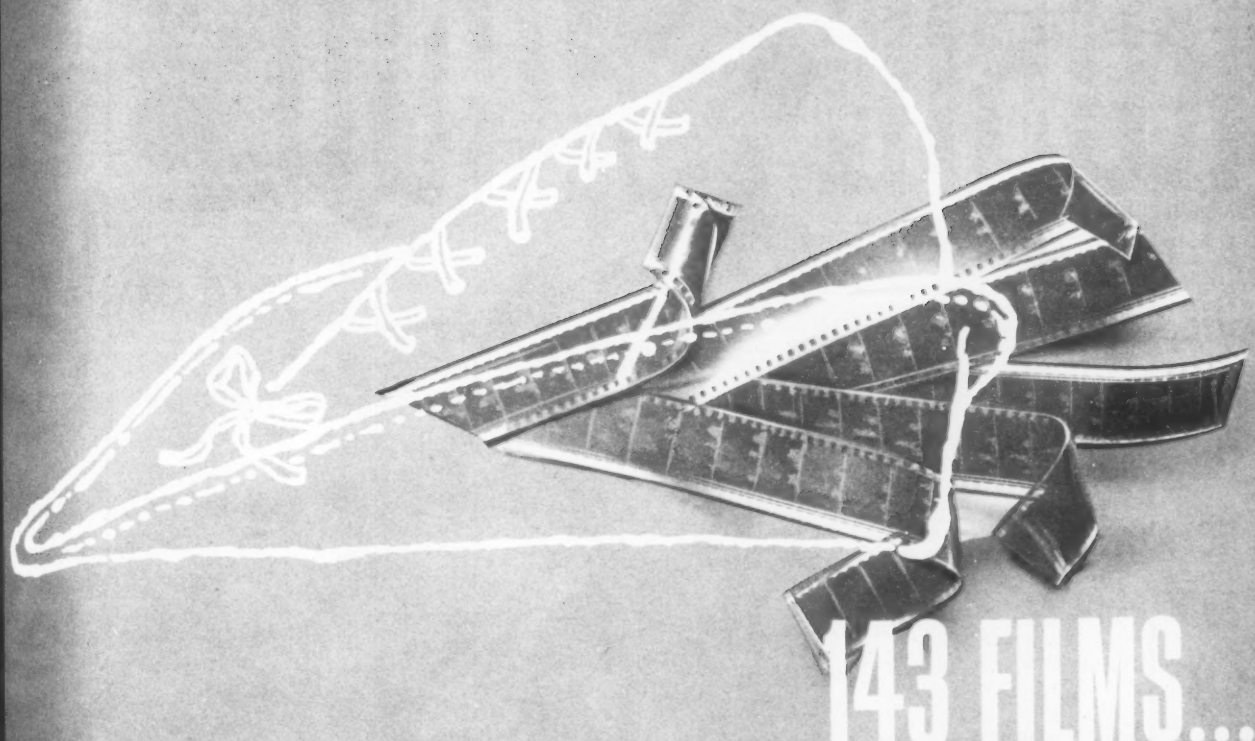
Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

***Sept. 28**—Start of eight-week workshop series sponsored by **Chicago Federated Adv. Club and Women's Adv. Club of Chicago.** Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

OCTOBER

***Oct. 1**—Oral argument before FCC on protest by **Philco Co.** against license renewals of **WRCV-AM-TV Philadelphia,** owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to



143 FILMS...

what a feather in your cap when you strip-program Robin Hood

Critically acclaimed by educators and clergymen everywhere . . . heartily approved by parents. This is the powerful film library that has brought sponsors tremendous rewards in sales and brand identification. □ **ROBIN HOOD PROMOTIONS ARE READY AND WAITING!** *Over 33 approved and popular tie-in promotional items built around Robin Hood make this one of the most important promotable shows ever presented.* □ **IMMEDIATE AUDIENCE RESPONSE**—*A Philadelphia station held a contest based on a sponsor's product . . . received over 28,000 replies in one month.*

ROBIN HOOD

Produced by Sapphire Films, L

starring Richard Greene a proven success for 4 years on network . . . now available in 143 exciting episodes for strip programming!

OFFICIAL FILMS, INC.

25 WEST 45TH STREET, NEW YORK 36, N. Y.
PLaza 7-0100

Philco in the radio-tv and appliance fields. Docket No. 13,085.

Oct. 4-6—**AFA 7th District** convention, Roosevelt Hotel, New Orleans, La.

Oct. 5-9—**Society of Motion Picture & Television Engineers**, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society**, Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—**Electronic Industries Assn.**, value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—**Conference on Radio Interference Reduction**, auspices **IRE, Signal Corps** and **Armour Research Foundation**, Museum of Science & Industry, Chicago.

Oct. 7-9—**Canadian Section, Institute of Radio Engineers**, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, **Assn. of National Advertisers**, Savoy-Hilton Hotel, New York.

Oct. 9-10—**Indiana Broadcasters Assn.**, French Lick, Ind.

Oct. 12-15—**National Electronics Conference**, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

Oct. 14-17—**Radio-Television News Directors Assn.**, 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 14-17—**Radio-Television News Directors Assn.**'s annual awards at international convention (see above). Entries in the contest must be postmarked before midnight, Sept. 1.

Oct. 15—Beginning of the eight annual **NAB Fall Conferences.** For full list of dates and places, see special listing on page 18.

Oct. 15-16—**Central Region** annual meeting, **American Assn. of Advertising Agencies**, Drake Hotel, Chicago.

Oct. 18-21—Western Regional Convention, **American Assn. of Advertising Agencies**, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

Oct. 22-23—**Audit Bureau of Circulations**, annual meeting, Drake Hotel, Chicago.

Oct. 22-23—**Kentucky Broadcasters Assn.**, fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, **Women's Adv. Clubs**, Milwaukee.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

RADIO ADVERTISING BUREAU REGIONAL MANAGEMENT CONFERENCES

Sept. 2-3—Princeton Inn, Princeton, N.J.
Sept. 10-11—The Greenbrier, White Sulphur Springs, W. Va.
Sept. 14-15—Ponte Vedra Inn, Ponte Vedra Beach, Fla.
Sept. 17-18—Arlington Hotel, Hot Springs, Ark.
Sept. 21-22—Mark Thomas Inn, Monterey, Calif.
Sept. 24-25—Harvest House of Boulder, Colo.
Sept. 28-29—The Villa Moderne, Deerfield, Ill.
Oct. 5-6—St. Clair, Inn and Country Club, St. Clair, Mich.

COMPETITORS, YES...

ED HODGES
Inland Marine

A. R. LIVINGSTON
Birmingham Outboard Marine

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"One hundred percent of our radio advertising is on WAPI. We doubled our sales of Century boats this year thanks to WAPI. They reach the adults who buy our products."

"WAPI's varied programming and wide coverage has produced real sales results for us. We've been using Dave Campbell's Sports Outdoors show for 8 years and we're sold. Our business has expanded and we feel WAPI has helped us expand."

WAPI

50,000* Watts
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

*5,000 Nights

SPECIAL TRENDEX SURVEY PLACES WABC AMONG 3 MOST LISTENED TO RADIO STATIONS IN N.Y.!

TRENDEX ASKED THIS QUESTION:

"What three radio stations do you listen to most frequently?"

HERE ARE THE CONCLUSIVE RESULTS:

Station A	29.1	Station I	8.6
Station B	23.9	Station J	5.8
WABC	**21.4**	Station K	2.7
Station D	18.6	Station L	2.6
Station E	17.0	Station M	2.4
Station F	16.5	FM	0.2
Station G	14.3	Others	8.6
Station H	9.1	Don't Know	9.5

A special Trendex survey (just completed) of over 800 families in Manhattan, Queens, The Bronx, Brooklyn, Staten Island, New Jersey, Westchester and Nassau counties showed that **WABC was among the 3 most listened-to radio stations** in the Greater New York area!

Surprising? Not at all! For WABC has changed its tune and people are listening! They like what they hear. And they're telling their friends. And their friends are listening, too!

New Yorkers are discovering that WABC is easy listening – the new sound in town . . . the most pleasant sound around.

More and more delighted advertisers are making this profitable discovery, too!

Proof: WABC entered the 3rd quarter of 1959 with more business on the books than it did during the entire 3rd quarter of 1958!

WABC—770 . . . THE NEW SOUND IN TOWN . . . THE MOST PLEASANT SOUND AROUND

MONDAY MEMO

from **HAROLD A. SMITH,** *program promotion & merchandising manager, Needham, Louis & Brorby*

It's time to update promotion reports

"How does it feel being on the other side of the fence?"

That's a question which has been tossed at me quite often ever since I moved from station-network affiliation to advertising agency association. But at least I may be fortunate in being able to make a direct comparison in one area that I have been quite close to on both sides of the fence.

This area is concerned with stations supplying clients and agencies with evidence of program promotion support.

As a station promotion manager for a number of years, I was responsible for our department sending out such reports regularly. We naturally thought our colorful folders, with all the enclosed announcement copy, tear sheets, merchandising bulletins, etc., made a pretty neat package.

After-hours effort • Now I am on the other side of the fence, receiving the promotion reports from stations. Daily they arrive and I am continually amazed at the completeness and regularity of the reporting done by many stations. I know that some of the compilations represent hours and hours of after-five-o'clock work.

But with the receipt of hundreds of these reports over the months from small, medium and large stations, one cannot help but be staggered by the many different forms they take.

Some reports are forwarded in binders or folders, others on a postal card. The paid-in-full invoice is still being used by many stations, while others just forward loose clippings of ads and unimpressive log listings. Brief one-sheet reports of varying sizes are used by a large number of stations.

It is quite a collection when they are assembled by an agency for forwarding to the client. But I am not convinced that it is an effective collection—one that best exploits and sells the outstanding advertising, promotion, publicity and merchandising job that most stations do in support of advertisers' programs.

Quality of content • Don't misunderstand. It is not primarily the various shapes and sizes of the reports that I am questioning, but the contents—or lack thereof—in most of them. Some are loaded with window dressing, others with nothing but flat statements. Neither of these types tell the client what he should and wants to know.

Basically an advertiser and agency needs to be informed not only as to what a station did to advertise and promote a particular program, but, of most importance, whom such effort reached. For instance, instead of solely reporting on the lines of display advertising scheduled or sending an accumulation of clips or tear sheets, it would be much more effective to also point up the circulation of the publications used.

Harold A. Smith joined Needham, Louis & Brorby, Chicago, in April 1958 as promotion and merchandising manager in its tv-radio department. Previously he was with NBC for 12 years, first as advertising and promotion manager of its owned-and-operated Chicago stations, WNBQ (TV) and WMAQ, and later as sales planning and promotion manager of the network's Chicago tv sales department. Mr. Smith was in the Navy during World War II and has been a newspaper sports reporter, magazine editor, author and advertising manager for a book publishing firm.

As far as on-the-air promotion is concerned, it has become a widely-used practice to report the rate card value of the promos scheduled. Those value figures in the thousands of dollars certainly look imposing—but I wonder if somebody isn't kidding somebody. Clients and agencies know that promotion announcements are often aired in sustaining spots or periods, or at times that are most often the least desirable on a station's schedule. Otherwise, we'd be buying them for our clients' product advertising. It would be much more worthwhile to the client to know the estimated homes reached by each spot.

Much the same holds true for bulletins and mailers that are often enclosed in promotion reports without any explanation. Why not tell recipients how many went where?

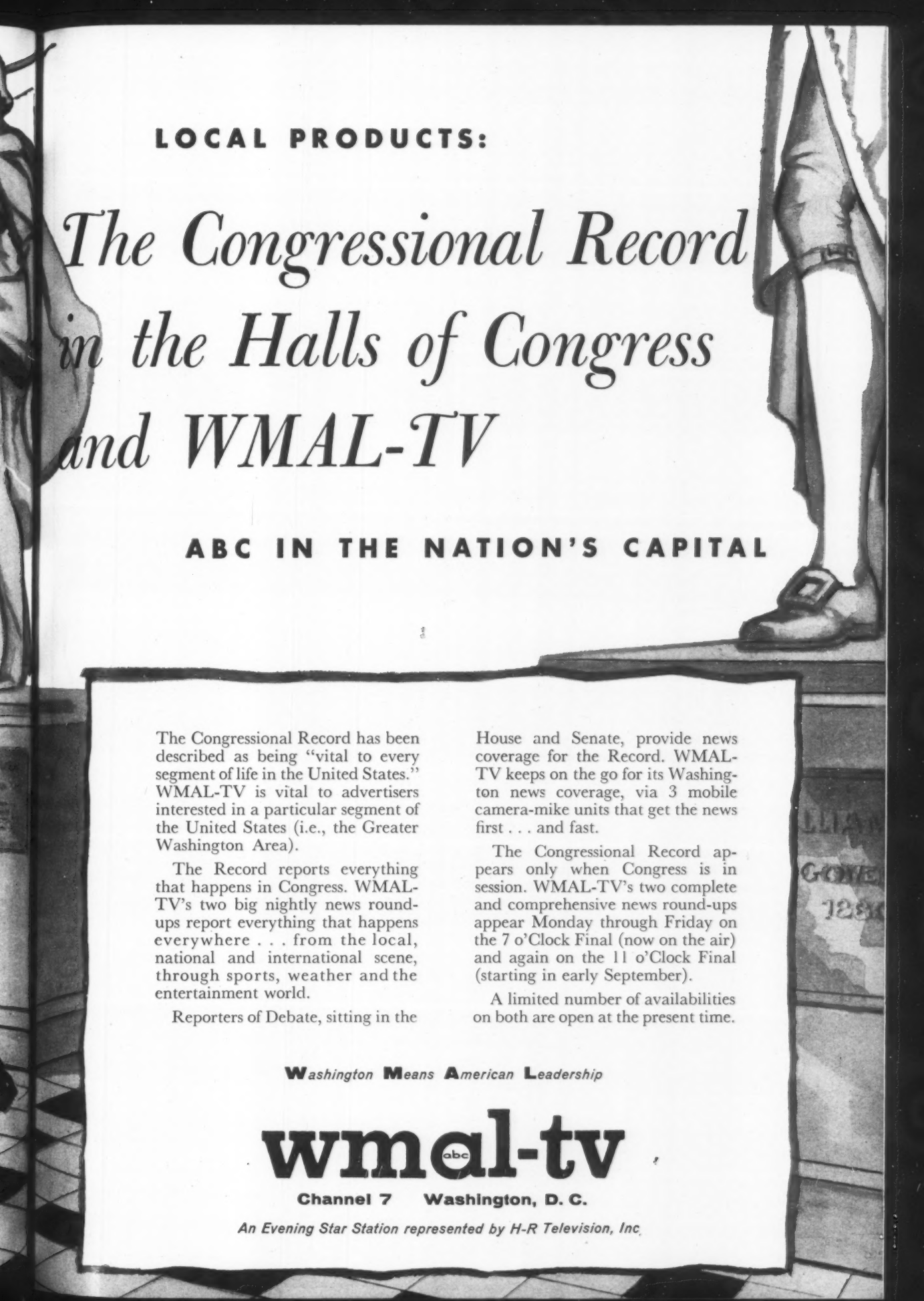
Time for review • It may be time for stations to take inventory of their promotion reports, to check and analyze them as to whether they concisely and meaningfully tell their station's ad-promotion support story. Some stations are reporting today exactly as they did five or more years ago, using the same forms, same devices. Every effort should be made today to present only key promotion data, and that in a way that it can be quickly absorbed.

It is amazing the time that might be spent checking where some promotion reports come from. Yes, there are a number of stations that only display call letters on their forms—with no mention whatsoever of the city from which they originate.

Whatever you do, Mr. Promotion Manager, keep those reports coming. Clients and agencies want and need to know of your activities in behalf of their programs . . . and I am sure that you want them to know too!

Clients and agencies need concise data

Congressional Record



LOCAL PRODUCTS:

The Congressional Record in the Halls of Congress and WMAL-TV

ABC IN THE NATION'S CAPITAL

The Congressional Record has been described as being "vital to every segment of life in the United States." WMAL-TV is vital to advertisers interested in a particular segment of the United States (i.e., the Greater Washington Area).

The Record reports everything that happens in Congress. WMAL-TV's two big nightly news round-ups report everything that happens everywhere . . . from the local, national and international scene, through sports, weather and the entertainment world.

Reporters of Debate, sitting in the House and Senate, provide news coverage for the Record. WMAL-TV keeps on the go for its Washington news coverage, via 3 mobile camera-mike units that get the news first . . . and fast.

The Congressional Record appears only when Congress is in session. WMAL-TV's two complete and comprehensive news round-ups appear Monday through Friday on the 7 o'Clock Final (now on the air) and again on the 11 o'Clock Final (starting in early September).

A limited number of availabilities on both are open at the present time.

***W**ashington **M**eans **A**merican **L**eadership*

wmal-tv abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.

"NATURALLY, I LISTEN TO KFWB"

"When I travel, I want the newest, fastest way . . . so I go by jet.

When I listen to radio, I want the same newness, the same pace, the same feeling of precision that jet flying gives me...so, naturally, I listen to KFWB."

The KFWB audience gives you more men, more women, more children . . . **more everybodies** . . . than any other Los Angeles station.

Buy KFWB . . . first and fast in Los Angeles.

Channel 98 — my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

OPEN MIKE

'Memo' is well read

EDITOR:

I just wanted you to know how much I appreciated the fine way you handled my MONDAY MEMO (July 27 issue). I have had many fine comments on it, both within and outside the agency.

The MEMO is always interesting and I look for it in every issue.

Robert R. Newell
President
Cunningham & Walsh
New York

San Francisco radio

EDITOR:

As both a salesman and a student of radio, I found your report on San Francisco radio very instructive. May I suggest similar reports on other competitive markets?

Donald J. Sherman
WENE Endicott, N.Y.

Tv owes no apology

EDITOR:

No wonder we call BROADCASTING the bible of our craft!

A week ago (July 26) I asked my hostess if I could go down to the den to watch the Khrushchev-Nixon tape. I was accompanied by four other people —three of them outspoken critics of television who said they wouldn't own a set and they had some very strong convictions why.

At the end of the tape, I sat stunned for what seemed to be a full minute. What I had just seen on the air in no way matched the foreboding headlines of the morning's paper. I was simply astounded that there could be such a variance of reporting the same incident by two media. I said to myself, "What a disservice the American press is rendering to the American people at a critical time like this." (See EDITORIAL, page 104, Aug. 3.)

I must also report that the three critics of television became converts on the spot. They were overwhelmed at

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

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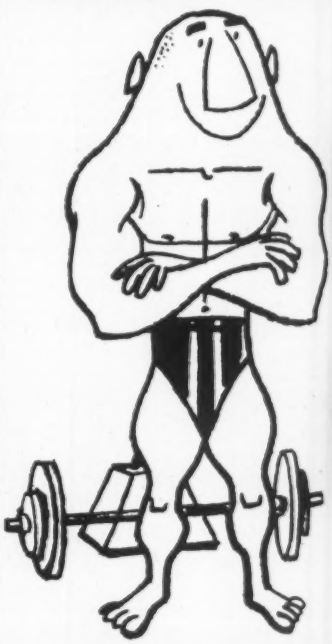

POWERHOUSE! we're the only **FULL POWER** station for miles around Central Texas!

NBC CHANNEL 6 KCEN-TV TEMPLE · WACO

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10,600 NEW INDUSTRIAL JOBS WERE CREATED DURING 1958 IN THE LAND* OF

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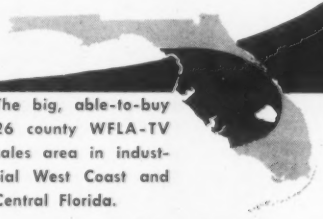

* The big, able-to-buy 26 county WFLA-TV sales area in industrial West Coast and Central Florida.

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BROADCASTING

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MANAGING EDITOR ..... Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams, Lawrence Christopher.
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New York: 444 Madison Ave., Zone 22, Plaza 5-8355.

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* Reg. U. S. Patent Office

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the sheer dramatics of the tape and, quite frankly, annoyed that they had been misled by the reports in the press.

Television need not substantiate itself. That tape spoke for itself. And to the credit of the television industry, it performed admirably in seeing to it that the American public received the "whole story"—just as it happened.

Bob Pryor
Director, Promotion and Information Services
WCAU-TV Philadelphia

NAB 'reorganization'

EDITOR:

I was interested in your editorial "Take Off and Landing" in the July 27 issue. The basic problem of NAB stems directly from the bylaw section setting up the Board of Directors. There are too many directors, and it is a well known fact in any organization when the size of the board exceeds as a general rule seven to nine members then the board becomes so unwieldy as to be non-functioning and at that point the staff takes over control from the board.

Obviously, a staff's main desire is for its own security and it generally through the appointment of committees, can work to assure its own security and tenure. This is a basic principle in our fiscal and busines life and I hope you can point out to any group planning a re-organization that they had better have a small board with some sort of voting based on a dues' schedule so that a better quality of membership will be guaranteed to the board.

Nathan Lord
Manager
WAVE-AM-TV
Louisville, Ky.

'Happy Money' gets around

EDITOR:

In your July 27 issue . . . you used a news release . . . on our currently running "Happy Money" promotion.

I know you would like to know that many radio stations in our area and out of our area have called us asking for details . . .

The promotion gives WSAZ "Happy Money" (not real stuff) to all participating sponsors and they in turn give it to their customters in like amounts of purchases. These same customers then use the "Happy Money" to bid on prizes to be auctioned at a local Huntington theatre on August 15 . . .

George Greenwood
Promotion Director
WSAZ Huntington, W. Va.

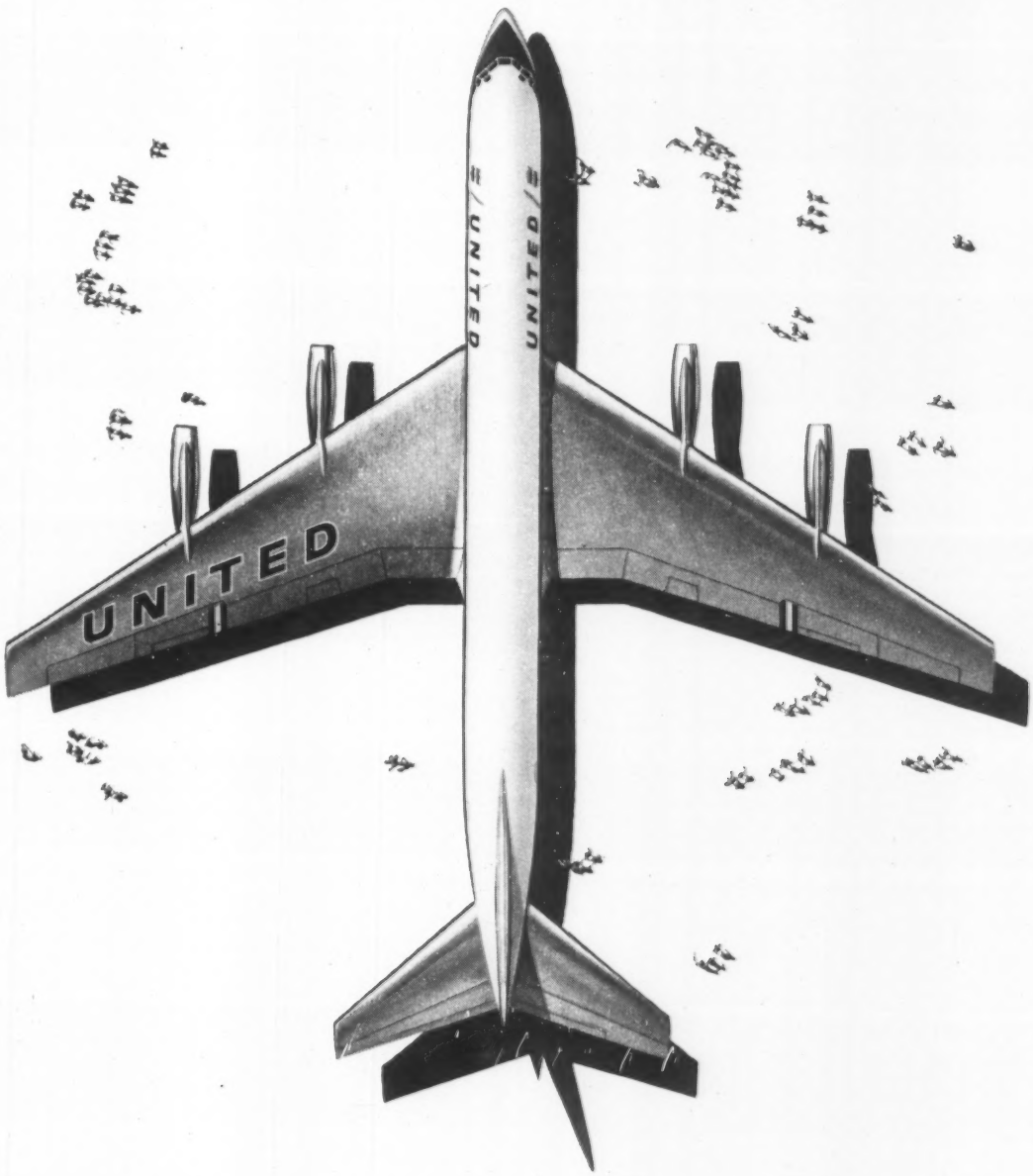
STARTING THIS FALL...

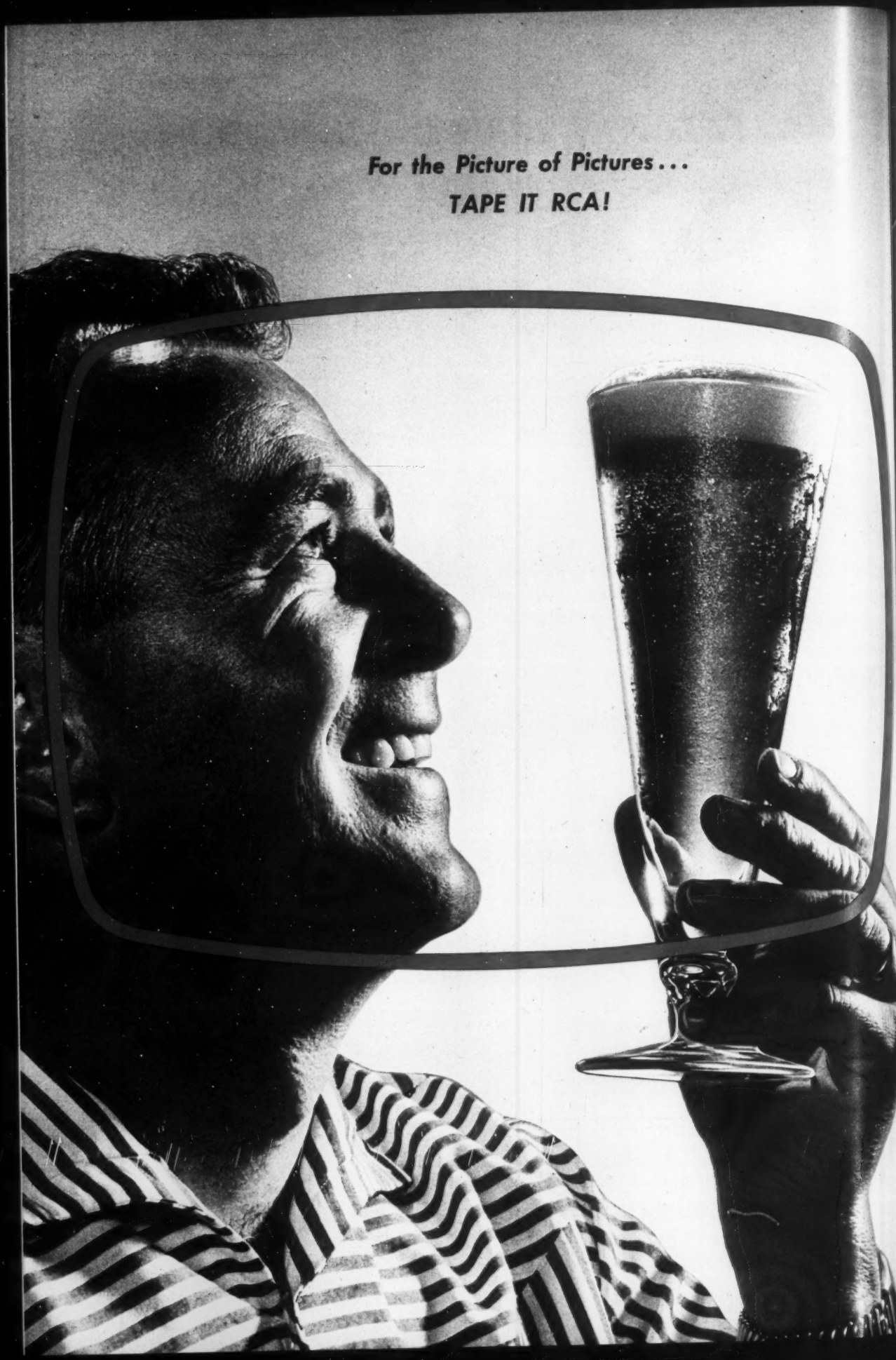
UNITED AIR LINES BRINGS YOU THE DC-8 JET MAINLINER, WORLD'S NEWEST AND FINEST JETLINER

Soon you can fly on the Best of the Jets. It's the DC-8 Jet, built by Douglas, designed to United Air Lines standards specifically for airline use. Extra care and knowledge born of 3 decades of passenger service attended every step in its building and thorough testing. Result: more reasons than ever to depend on United Air Lines when you travel.

UNITED AIR LINES DC-8
JET MAINLINER, BY DOUGLAS

EXTRA CARE HAS MADE IT THE BEST OF THE JETS




For the Picture of Pictures . . .
TAPE IT RCA!

PICTURE THE PRODUCT

WITH

SPARKLING REALISM . . .

ON RCA TV TAPE!

One glass of cool, frosty refreshment—enticing your viewers with its sparkling realism—can make more people go out and buy than 10,000 words! Your local live commercials can attain the highest standards of picture quality. Whether it's beer, or pop, or pies, or cars, you see the product features in sharpest detail on RCA TV Tape. Designed for color picture perfection, the RCA TV Tape Recorder adds an extra bonus to black and white, producing pictures which are exceptionally clear and crisp. Tapes *made* or *played* on RCA equipment give best possible results. Among its advanced features your engineer will commend are *electronic quadrature adjustment, sync regeneration, four-channel playback equalization* and *built-in test equipment.* See your RCA Representative or write to RCA, Dept. TR-4, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

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RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

PROOF:

WSJS Television's *City Grade* coverage saturates fourteen cities, each with over 6000 population, in North Carolina's biggest Metropolitan market. These fourteen cities are located in the rich industrial Piedmont—North Carolina's first market buy with WSJS Television.

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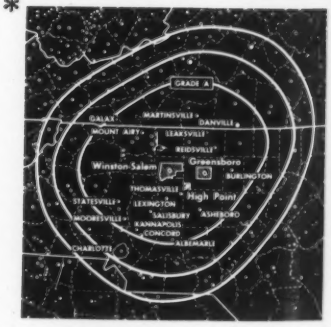


WSJS television

Winston-Salem / Greensboro

MAXIMUM SERVICE TELECASTER MST

NBC AFFILIATE

CHANNEL 12

Call Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

August 10, 1959
Vol. 57 No. 6

THE BUSY MIDDLEMEN IN GIVEAWAYS

- **There's no let-up in sight in the flow of loot on the air**
- **Steady business promised for those who arrange the prizes**
- **Here's a depth study of who they are and how they operate**

Every weekday this autumn 14 daytime network series will pour out tons of free merchandise worth thousands of dollars.

These broadcasts—35 hours of national air time a week—are already on network books. Others are in the works, along with nighttime giveaways plus hundreds of prize programs at local radio and tv stations.

A multi-million-dollar industry has developed around the business of obtaining and trafficking gift merchandise.

Its practitioners are known in the trade as "prize guys," a term they resent as akin to "bucket shop" on Wall Street. They're known also by more impressive labels—contest consultants, merchandising specialists, prize coordinators, publicists, marketing experts, prize agents, and agencymen (preferred by many operatives).

The prize business isn't easily documented and its ethics at times are nebulous. Giveaways are praised as effective merchandising and damned as time-chiseling. Concededly they provide a low-cost way of getting air mentions.

A favorite self-appraisal of the business runs like this, "Look, I happen to run a very clean operation. There are a few others who run a legit agency, but most of them would gyp their own mothers."

Tough Competitors • An exhaustive check-up of prize people in New York, Chicago and Los Angeles, the main giveaway markets, shows a bitterly competitive picture. An effort to start a trade association has never been able to get off the ground. "Nobody would tell anybody else the truth," a prize expert explained.

Giveaway people realize their "image" isn't too good among broadcasters, advertisers, publicists, agencies and program package firms. Yet the prize business has been kept alive by these same broadcasters, advertisers, publicists, agencies and program package firms.

The giveaway index is riding high this year, though it's getting tougher to make deals. The 1946-55 decade was the halcyon period, sparked in 1946 by the birth of VIP Service Inc., operated by Bill Murphy. Agencymen concede this ex-CBS junior executive boosted giveaways into the big-business category although his basic service was centered around hotel reservations, theatre tickets, flight reservations and such. A CBS request for some program merchandise is said to have put Mr. Murphy into the giveaway field.

Sources of Business • Agencymen provide a service that is popular in the broadcasting industry and beloved by the public. A giveaway may originate in several ways:

- A manufacturer wanting giveaway exposure will call a prize man directly, figuring it's cheaper than actual purchase of air time.
- A network program producer will ask for gift availabilities.
- A publicity agent will try to plant a prize with a network, producer or giveway agency.
- Advertising agencies are favorite pipelines for prize guys.

Sometimes manufacturers who go for giveaways will graduate into sponsors —Speidel, for example.

There's more to it than merely handing out refrigerators and trips to Bermuda, prize guys insist. They speak of "integrated promotions", "skilled exploitation" and the "prize structure." The last-named term centers around

Middleman's cache • In the Manhattan warehouse where he stores prizes awaiting delivery to winners of television giveaways, Norman King takes inventory. Mr. King is one of several dozen active operators in the field of prize collection (for list of all of them see page 34).

In his early 30s, Mr. King says: "The television prize business has been very good to me." It has bought him "several" apartment houses, a cooperatively-owned duplex on New York's smart East Side in which he and his wife live, a home for his mother at Manhattan Beach, L.I. a tool company (Alpine Co.) which he claims has government contracts.

Principal prize collectors

These companies specialize in the collection of merchandise for television and radio giveaway shows. They make their headquarters in the main broadcasting production centers.

NEW YORK and vicinity

ANDLEE ASSOC.—155 W. 46th St.; Judson 2-0150; contact: Irv Lieber.

NORMAN BERMAN — 565 Tenth Ave.; Longacre 3-0333.

BRANCH TELART—30 E. 30th St.; Oregon 9-8638; contact: Stanley Branch.

SIDNEY J. DuBROFF—570 Fifth Ave.; Judson 6-3860.

CEILWARD ENTERPRISES LTD.—871 Seventh Ave.; Judson 6-6988; contact: Fred Norman.

CONTEST CREATORS CORP.—342 Madison Ave.; Yukon 6-5950; contact: Bob Feinberg.

ETHOS ORGANIZATION—141 E. 44th St.; Oxford 7-3047; contact: George Vogel. ....

FINE ART PRODUCTIONS INC.—1186 Broadway; Murray Hill 6-5860; contact: Jerry Shapiro.

MINA HIRSCHBERG—527 Lexington Ave.; Plaza 3-0837.

JB PROMOTIONS—1182 Broadway; Murray Hill 6-2750; contact: Jerry Bender.

LEE JEFFREYS INC.—Park Sheraton Hotel; 7th Ave. & 55th St.; Circle 6-0695; contact: Lee Wolfman.

NORMAN KING—244 Madison Ave.; Plaza 8-1322.

PHIL LANE CO.—16 E. 50th St., Plaza 3-9327; contact: Phil Lane.

STAN LEWIS ASSOC.—14 W. 55th St.; Plaza 7-6570; contact: Stan Lewis.

MARDEN-KANE INC.—666 Fifth Ave.; Circle 5-4552; contact: Bernard Marden.

DAVID PAIGE ASSOC.—140 W. 24th St.; Oregon 5-5000; contact: David Paige.

PRIZES INC.—53 Water St.; S. Norwalk, Conn.; contact (in Norwalk): Rose Magdalany; New York representative: Don Barry (Pennsylvania 6-0437).

PRIZE MERCHANDISING INC.—570 Fifth Ave.; Circle 5-0210; contact: Alan C. Hammond.

DICK RANDALL—1697 Broadway; Judson 2-8100.

S. J. REINER CO.—155 Mineola Blvd.; Mineola, L.I.; Pioneer 7-5300; contact: Sam Reiner.

RICHARD S. ROBBINS CO.—163 Bleeker St.; Spring 7-2568; contact: Richard S. Robbins.

ALAN SANDS—565 Fifth Ave.; Oxford 7-6960.

BOB SOKOLER & CO.—22 W. 48th St.; Judson 2-0120.

SPOTLIGHT PROMOTIONS—1150 Sixth Ave.; Oxford 7-3322; contact: Mervyn Framer.

LESTER STANFORD ASSOC.—15 E. 40th St.; Oregon 9-7171; contact: Lester Stanford.

WALTER STRAHL—1697 Broadway; Judson 2-8100.

VIP SERVICE INC.—720 Fifth Ave.; Plaza 7-0130; contact: Bill Murphy.

LOS ANGELES and vicinity

BANDER-KOSS ASSOC.—2300 El Paseo St.; Alhambra; contact: Joe Bander.

FISHELL & ASSOC.—226 N. Canon Drive; Beverly Hills; Crestview 5-4557; contact: Richard Fishell.

KEN HIMES & ASSOC.—3757 Wilshire Blvd.; Los Angeles; contact: Ken Himes.

KAISER AGENCY—5417 Russell Ave.; Hollywood; contact: Al Kaiser.

WALTER E. KLINE & ASSOC.—1436 N. Serrano; Hollywood; contact: Fred Kline.

LEIGHTON & ASSOC.—6253 Hollywood Blvd.; Hollywood; contact: Joe Leighton.

MACK AGENCY—1741 N. Ivar, Hollywood; contact: Richard McClain.

MEDIA COMMUNICATIONS—7805 Sunset Blvd.; Los Angeles; contact: Marty Ross.

MERCHANDISING ENTERPRISES — 9304 Sunset Blvd.; Los Angeles; contact: Paulette Stockler.

PRODUCT EXPOSURE CO.—8826 Sunset Blvd.; Los Angeles; contact: Ed Nathan.

SMALLEY & CO.—1544 N. Highland Ave.; Hollywood; contact: Jack Smalley.

JAN VICTOR—6202 Mary Ellen Ave.; Van Nuys.

ARTHUR WALLACH & ASSOC.—972 N. La Cienega Blvd.; Los Angeles; Oleander 5-6223; contact: Arthur Wallach.

WENLAND ENTERPRIZES—371 N. La Cienega Blvd.; Los Angeles; Olympic 2-0434; contact: Burt Wenland.

CHICAGO

GEORGE FLOREY ASSOC.—135 S. La Salle St.; contact: George Florey.

LES LEAR PRODUCTIONS CORP.—Hotel Sherman; contact: Les Lear.

TV RADIO PRIZE SERVICE—75 E. Wacker Dr.; contact (in Chicago): Walt Schwimmer; New York: 577 Madison Ave.; Eldorado 5-4616; contact: Jack Arden.

the demand for something imaginative, different and bold—a mixture of lavish and modest prizes that is both striking and economically feasible.

Take a network giveaway, for example. Budgets are often surprisingly modest. A typical prize guy might pick up a $20,000 house from a manufacturer for $6,000 (assuming he can't get it free.) This is getting into the big time as prize programs go. Or he may get a $1,000 fur garment free from the maker and collect a $200 fee for his trouble. The fee may be just as high, or higher, for merchandise of lesser value. Or a manufacturer may donate an item and pay a fee to a program packager.

The business patterns aren't uniform. According to giveaway shop talk, some of the prizes provided by manufacturers never reach the public, but this, of course, is in the gossip category. Some prize guys take out their pay in merchandise.

Network Controls • While major networks haven't shown a desire to name special staff people to process giveaways, they exercise control over copy mention, watch out for product conflict on sponsored programs (no competitive refrigerators donated on a refrigerator-sponsored series), limit the number of exposures for any one product and orient prizes with the production value of a show.

Networks have giveaway headaches, they concede, but have few serious problems. Their agreement usually is with the program packager, who in turn deals with the prize agency and receives any complaints about quality or non-delivery of prizes.

A tour through the prize guy industry shows four basic types of operation:

• The station specialist—S. J. Reiner Co. and Prizes Inc., for example. The latter is headed by Rose Magdalany, affectionately known as "The Lady of the Loot." They either charge a fee or take out their pay in merchandise.

• The network specialist—Richard S. Robbins Inc., handling NBC-TV's *The Price Is Right*, is one of the larger operators though dealing in other giveaway areas. Fees are flexible; some get an annual retainer from the program producer, others work for varying fees or merchandise. Networks provide some of the budget for prizes.

• National contest specialists—Marden-Kane, for instance. The contest agency will collect a small warehouse of prizes, running $100,000 or more, for Ford, Colgate-Palmolive, P&G or some of the other contest backers. Other media besides radio-tv may be used. The usual fee will 15% to 20% of the value of the contest. This field is deemed "very clean" and pays well because processing is difficult.

• Agencies handling placement of merchandising for manufacturers. They get paid fees, merchandise or may have a time-for-merchandise barter deal with a station or group of stations.

Scramble for Business • The prize guy gets leads from trade directories, business journals, publication advertising, broadcast programs and even a telephone book. He keeps abreast of new products and marketing trends.

A diligent prize guy, scrambling for business, may pick up the phone and hit a prospect with this sort of pitch:

"This is Joe Smith of X Prizes Inc. We're exclusive agents for a new giveaway on Y network and can get your hi-fi set on this show with a wonderful deal—$9,000 air mention for only five hi-fi sets plus our $250 fee. We have a list of manufacturers who want this plum but thought the hi-fi sets would fit into the program and our prize structure."

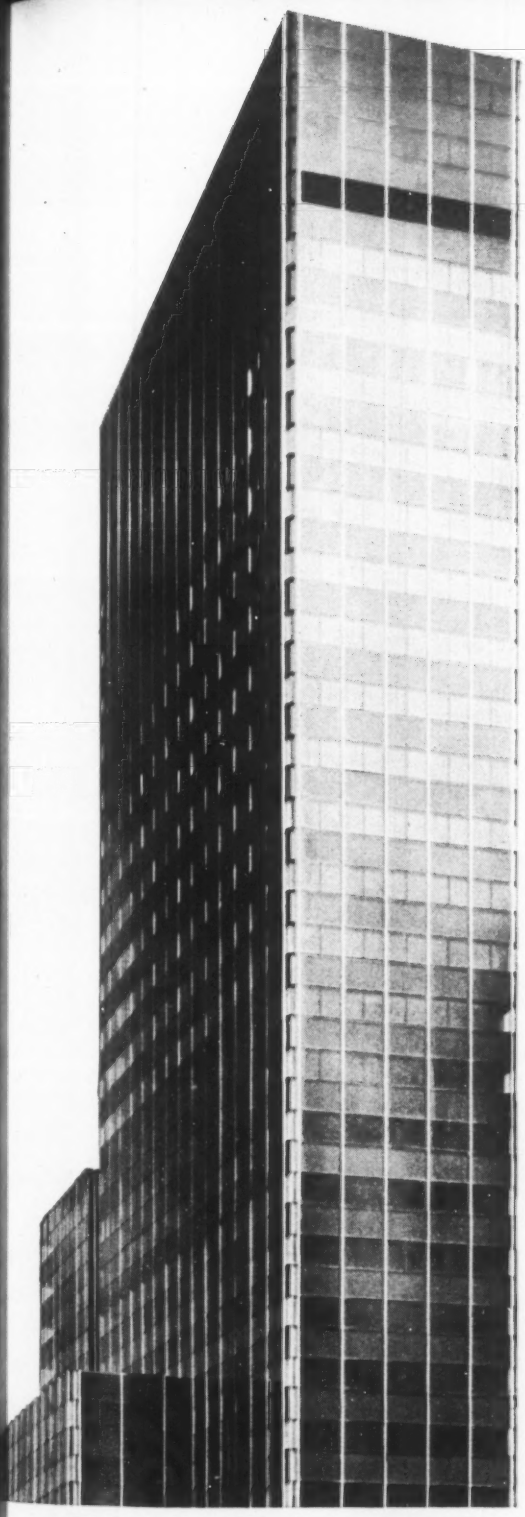
The exclusivity claim is a shop joke among prize guys. The agent may or may not be exclusive representative of a show. Generally he isn't.

An interesting setup is maintained by Amana Refrigeration Inc. and Maytag Co., Iowa makers of household appliances. The two firms retain Jan Victor in Hollywood on an annual basis. Miss Victor serves as merchandising consultant, keeping strict control over products given away on broadcasts.

Some unpleasant charges are directed at prize guys. They include:

• Winners don't get their prizes; prize guys or their relatives do.

• Prize guys take prizes off winners'



THE BLAIR COMPANIES

HAVE MOVED TO

717 Fifth Ave.

We've moved our New York offices — to 717 Fifth Avenue.

Moved for one main reason — to do a still better job for agencies, for advertisers, and for our stations.

Moved for the third time in eight years — because the spot-broadcasting business of stations we represent keeps growing fast enough to eat up the space previously provided for expansion.

At 717 Fifth Avenue, the 7th Floor is now the Blair Floor. Besides allowing for further growth, nearly 40 percent more space makes it possible to speed-up handling a greatly increased volume of spot-advertising.

Despite ten offices serving other sections of the U.S., it now takes a staff over three times that of 1951 to keep pace with spot volume in New York alone — and to provide improved research, sales development and technical facilities substantially broadening service to our stations and to our industry.

Both in television and in radio, our new quarters are designed for the most modern auditioning and viewing equipment. In the Radio Workshop — complete recording and stereo-playback facilities for dramatic presentation of effective sound-advertising. In the Television Workshop — provision for complete projection-room equipment to screen television programs and commercials on film or on tape.

Mere length of station-list has never been one of our goals. From 1933 on, our efforts have been centered on those stations and markets we felt in position to serve most effectively. We have shared in their progress, and they in ours — progress for which they deserve a full share of recognition.

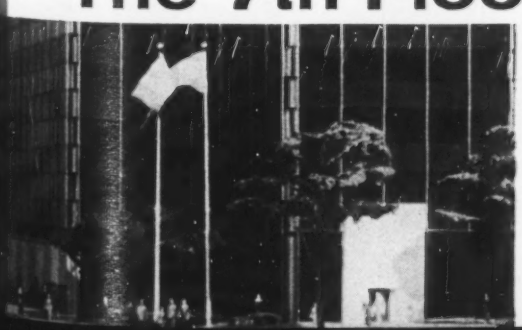
In its area, each Blair station stands as a power-house of selling force. To help advertisers and their agencies make most profitable use of that force, is the constant objective of our entire organization.

JOHN BLAIR & COMPANY
founded 1933 — exclusively radio

BLAIR-TV
founded 1948 — the first company formed to serve television stations exclusively

BLAIR TELEVISION ASSOCIATES
founded 1954 — a further extension of the Blair principle of specialized tv selling

The 7th Floor is the BLAIR Floor



PLaza 2-0400

A perennial outlet for the prize guy

Backstage at Hollywood's Moulin Rouge, where NBC-TV's *Queen for a Day* originates, resembles a busy retail store after a windstorm.

Merchandise is stacked in piles, shoved into corners and even hung from the rafters for fast dropping as the day's lucky queen (or occasionally king) is overwhelmed with free gifts.

How much has *Queen* given away since it began on the MBS radio network in 1946? Not even its staff can supply a rough guess, but the accumulated mass could furnish all the homes in a community and bedeck the ladies in furs, jewelry, cosmetics and gadgets along with happy memories of plush holidays.

Queen's Loot • A mid-August *Queen* show, taped so the staff can have a vacation, will equip the lucky guest with a fancy wardrobe, a dozen sports shirts, garbage disposal, sterling table service for eight, $500 gift certificate, furnished room, hi-fi stereo record player, sectional davenports, a vacuum cleaner, a sewing machine, lamps, a dinette table-and-chair suite and a large loaded freezer —all with a retail value of around $3,500. In addition the queen will get a gift in answer to a wish and finally a "surprise" gift (payment of all bills when her baby comes).

The job of providing gifts keeps a staff of four busy. Betty White specializes in vacation trips; Diane Sproul arranges wardrobes; Gary Smith handles general merchandise; Laird Holloway is promotion manager and overall supervisor. Gifts are obtained from manufacturers, usually through advertising-sales departments or Los Angeles distributors. Often the deals are made through giveaway agents, occasionally through a manufacturer's advertising agency.

To place products on *Queen* and get an enthusiastic plug from Jack Bailey or Jeanne Cagney, its leading voices, the manufacturer of a wardrobe item (which must have minimum retail value of $50) also pays model fees, display and merchandising expenses. Companies supplying gifts to candidates for the queen role and to the queen herself may also pay similar fees.

"Our arrangements with suppliers are straightforward and clear," said Robert Temple, president of Queen for a Day Inc. "By maintaining our integrity we've kept the show on the air nearly 15 years. If we'd let our people make deals we'd have been dead long ago. In all that time we've had only eight phoney queens."

In the rare cases where the queen's story was false the gifts have been returned to the suppliers. Intricate procedure and careful checks protect the program and the gift suppliers. If a promised gift is not delivered within 90 days the staff buys one and sends it to the winner.

Satisfied 'customers' • Some suppliers have been with the program for years, Speed Queen and Westinghouse, for instance. Helbros Watch Co. has a special diamond wristwatch for each queen. Winfield China Co. will introduce a special Coronation pattern in September, based on a contest among designers.

A staff of six processes requests for tickets to the show and picks 21 potential queens for each program from "wish cards". The 21 are interviewed onstage in full view (but not hearing) of the audience by m.c. Jack Bailey and Howard Blake, producer. They narrow the candidates to four. Audience applause selects the winner. *Queen* sponsors who want to provide gifts must do so on their own quarter-hour segment.

Sponsors, gift donors, NBC-TV and the public seem happy about the whole thing. Queen for a Day Inc. hopes the 15 years will stretch into a quarter-century, maybe longer.

Queen's carriage • Jack Bailey, m.c. of *Queen for a Day*, holds keys to an Edsel which the day's "queen" was given on a recent program.

hands at a sharp discount, selling them in competition with the manufacturer who provided them in the first place.

• The agent may collect a fee or merchandise from the manufacturer and still another fee from a station or network on the same deal.

• Merchandise actually delivered may not be that promised the broadcaster, or the audience.

• The agent may take station time as a fee and peddle it at bargain rates.

• Manufacturers may receive only a portion of the promised publicity.

These complaints have been heard frequently. Ethical giveaway agents say there are "bad apples in the barrel," but they insist that most of the barrel is good. Prize guys or merchandise consultants—any way they're described, they perform a popular function.

The prize guys—what are they like? Here are thumbnail descriptions of some of them.

Bill Murphy • Handsome, debonair and well-spoken. Was tapped by CBS in 1938 as "a young man with a future" following his graduation from Catholic U. in Washington and put in the network's executive training program. Was writer-producer for CBS until World War II, in which he served as a naval officer. Following his discharge, Mr. Murphy formed VIP Service (personal service for visiting executives) in 1946 and the prize business was an off-shoot. Runs a successful travel agency too.

Richard S. Robbins • Called "Mr. Success" by envious but admiring colleagues. Declined to be interviewed in person but was voluble during a telephone conversation. In business for almost 13 years; his top achievement is handling the *sine qua non* of the prize industry, *The Price Is Right* on NBC-TV. Is scathing in his criticism of prize men generally. His business interests are said to extend to real estate management and marketing consultancy. A former co-worker says Mr. Robbins is about 50 years old and youthful in appearance and movement. He speaks in torrents and when he finishes, as one colleague remarks, "Dick has said so much that you're never quite sure what he has said."

George Vogel • His merchandising-advertising background spans more

WARRIOR WHO STRETCHED THE WORLD

JULIUS CAESAR

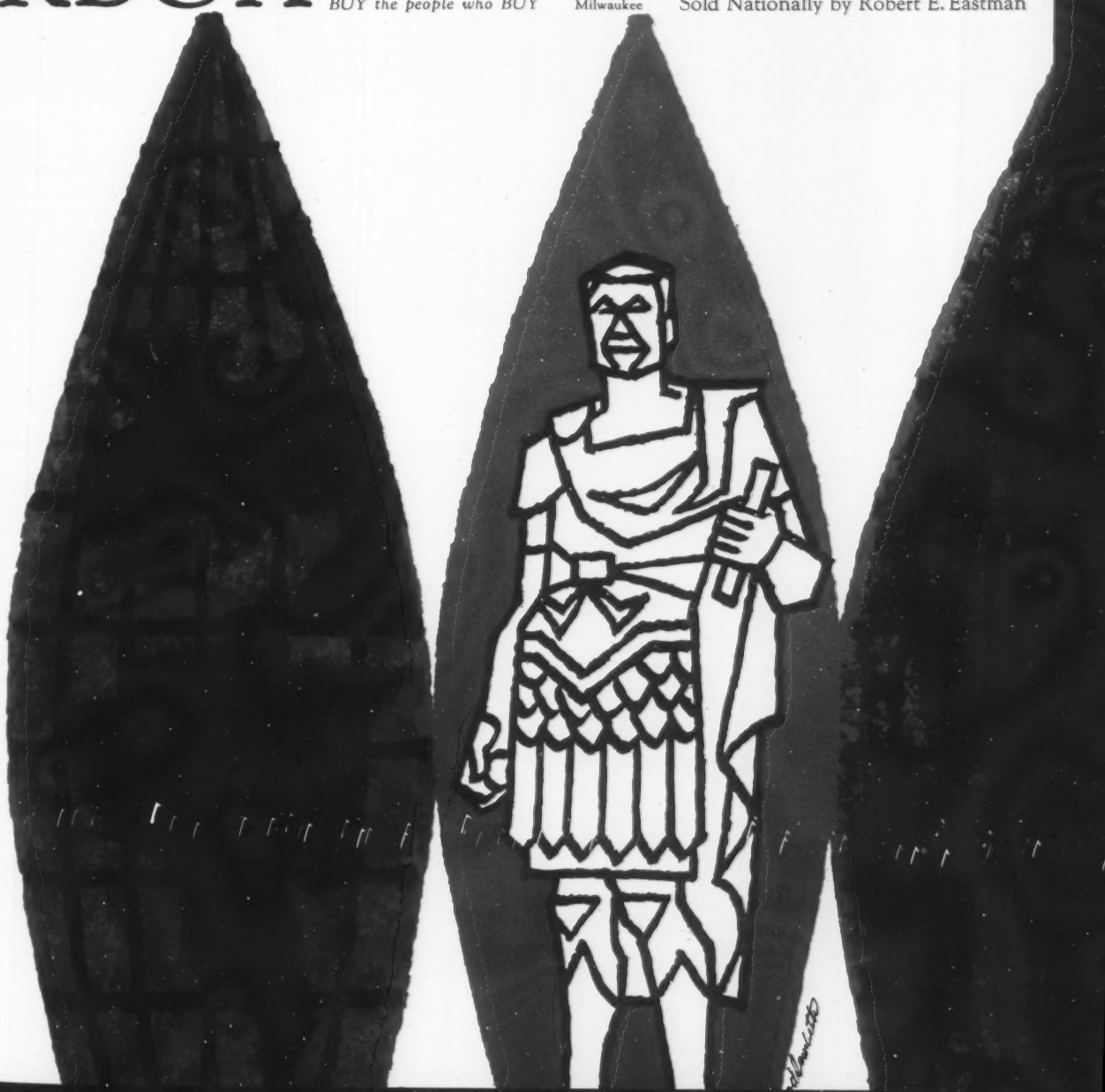
Roman civilization reached to the farthest marches of Ultima Gaul on the heels of Caesar's legions . . . and in the meeting of Northern vigor with the Mediterranean mind, Western Culture was born to grow and flourish over half the world. Caesar the Soldier extended his world by conquest . . . then gave it new meaning in the pages of his history. Caesar the Salesman laid the foundations of the New World. Caesar was a Soldier, but above all, a *Salesman.* KBOX is extending the Balaban policy of creative and original programming, aggressive merchandising and forceful selling into new markets—capturing new minds for Balaban advertisers. KBOX is a Dallas pioneer in new market development, but above all, KBOX is a *Salesman.*

KBOX

Buy RADIO when you buy media Buy BALABAN when you buy radio Buy KBOX when you buy Dallas and you BUY the people who BUY

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS
In tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman



WLOB

PORTLAND, MAINE
key station of the
LOBSTER NETWORK
1000 Watts — 1310 KC

. . . reaching the greatest number of people at the lowest cost per thousand.

WLOB — Maine's leading independent radio station, hit the airways in 1957, and has since been rated no. 1 in public service in all Pulse and Hooper market surveys made.

WLOB — giant claw of the Lobster Network, offers blanket local coverage with seven other strategically located transmitters, reaching 97% of Maine's population.

WLOB's average share of the listening audience from 6 A.M. to 6 P.M. Monday through Friday is 38% — twice the audience of the second largest station, and from 7 A.M. to 6 P.M. Saturday and Sunday, WLOB's share is 46% — more listeners than all other Portland stations combined.

WLOB — one of the most progressive independent radio stations on the Eastern Seaboard, gives vital support to merchandise accounts with promotional material, including market display space, mailing pieces, on-the-air promotion, personal appearances, and items in the WLOB Newsgram, all of which influence an audience of thousands.

NO WONDER WLOB IS KEY STATION IN NORTHERN NEW ENGLAND'S KEY MARKET — PORTLAND!

* a TARLOW TOWER stands for

TOP
AUDIENCE
PROGRAMMING
TALENT
RESULTS

**Associated with WLOB and The Maine Lobster Network, Portland, Me.; WHIL, Boston-Medford, Mass.; WARE, Ware, Mass.; WWOK, Charlotte, N.C.; WJBW, New Orleans, La.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

WHIL—National Rep.: Grant Webb Co.
WWOK, WJBW—National Rep.: Richard O'Connell Co.
WARE—National Rep.: Breenand Ward Co.

than 25 years and he has held such responsible positions as excutive vice president of Mutual, manager of several stations in the Philippines, managing director of Spotlight Promotions (Walt Framer's prize merchandising company) and, during World War II, head of transcriptions for the Coordinator of Inter-American Affairs. His wife, Pearl, is associated with him in the Ethos Organization, which he has owned while holding down other posts. A gifted conversationalist with a keen sense of humor.

Sidney J. DuBroff • A practicing attorney for almost 20 years, he turned to tv about eight years ago, joining Walt Framer's organization. In the pattern of many, many prize guys, Mr. DuBroff decided to open his own agency a year ago and "make my ability and skills work for myself."

Rose Magdalany • She started Prizes Inc. almost 13 years ago in New York. When she married, she moved her headquarters to her engineer husband's home base—South Norwalk, Conn., but retains Don Barry in New York as vice president and national sales director. Known as "The Lady of the Loot," she estimates that Prizes Inc. gives away almost $2 million a year to radio-tv stations. She enjoys housewifing—cooking (exotic dishes), sewing, gardening and raising a young son.

Dick Randall • Has the reputation of having trained more prize guys who have gone off on their own than any other practitioner. Mr. Randall, in a good-humored telephone conversation, declined to be interviewed personally, saying: "I am no longer active; I'm in other businesses." Is said to be a resourceful prize-getter, and agencymen who have come under his tutelage proudly declaim: "I got my training under the 'real pro'—Dick Randall." He dabbles in legitimate theater and film production.

Jan Victor • An attractive blonde, Jan Victor maintains a frenetic pace as merchandising representative for Amana and Maytag, two companies that are super-active in the give-away field. A native of Iowa (where Maytag and Amana are located), Miss Victor places Maytag and Amana items on all the top prize shows and closely supervises the presentations. From her headquarters in Van Nuys, Calif., she visits New York each fall, for several weeks to make personal contact with producers. For almost eight years, she was a production assistant on *Queen For A Day*.

Norman King • At 33, the personable Mr. King is a 10-year veteran of the prize field. Trained in the law, he never practiced, because, as he says wistfully, "I wanted to do something creative in tv." He acknowledges that he soon discovered that he "did not have enough talent for on-the-air tv" but could "operate behind the scenes." But the prize business has made the rotund Mr. King an on-the-air performer; he serves as host on some of the giveaway programs he packages for showing on local radio stations. He is apparently a success: "This business has been good to me and I want to see it flourish. Through it, I now own two apartment houses."

Mina Hirschberg • She was a fashion coordinator before she became a "prize-gal" at the Richard S. Robbins enterprise. Now on her own for eight months, she handles several manufacturers and various local radio-tv programs. Miss Hirschberg is a friendly, even-tempered person who finds the prize field "exciting and callenging" but confides that her "real ambition" is to produce a tv fashion show.

SCHENLEY LOOKS INTO RADIO

Experimental commercial plugging only distiller's name played for reps

A major distiller, Schenley Industries, recently threw out a "feeler" as to possible radio use of commercials to promote the name of Schenley but not one of its hard liquor products.

Station representatives heard the demonstration commercial in New York and contacted their stations. Some assurances that this type of advertising would be accepted—since it did not advertise hard liquor, a self-imposed taboo in the broadcast industry—were received.

The commercial played in New York had been zeroed-in for the Pennsylvania area and only stations in that state were contacted.

Everything looked rather rosy to Schenley and its agency, BBDO in New York, which was to keep its eye on station reaction. Then came the "morning after."

Curtain Down • As word got around last week that Schenley had prepared such a commercial and was planning to "test" in Pennsylvania, the distiller and the agency were besieged with inquiries. That rang down the curtain on information about the distiller's plan.

No decision, merely experimental actions which have been going in all

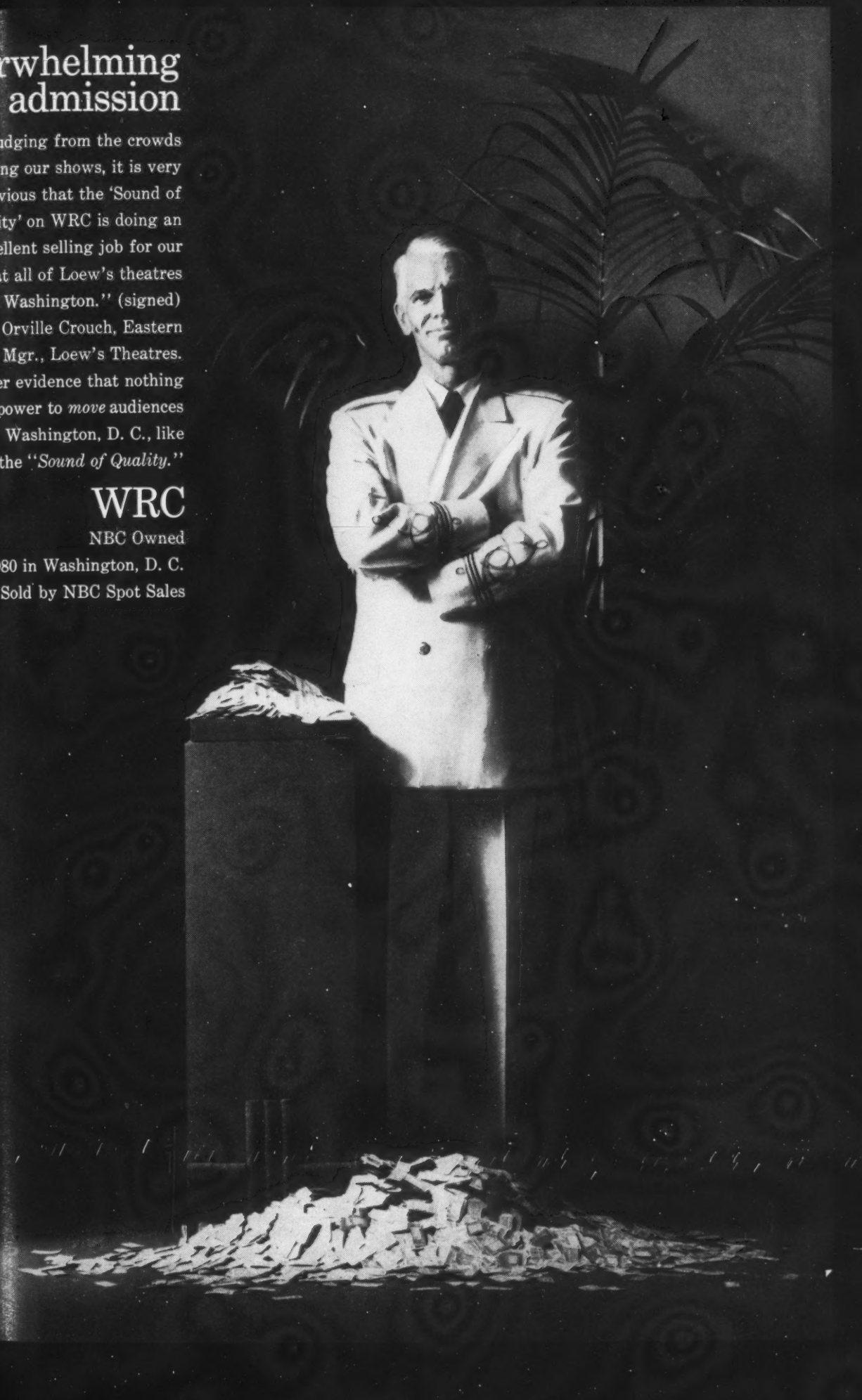
overwhelming admission

"Judging from the crowds attending our shows, it is very obvious that the 'Sound of Quality' on WRC is doing an excellent selling job for our pictures at all of Loew's theatres in Washington." (signed) Orville Crouch, Eastern Division Mgr., Loew's Theatres.

Further evidence that nothing has the power to *move* audiences in Washington, D. C., like the "*Sound of Quality.*"

WRC

NBC Owned
980 in Washington, D. C.
Sold by NBC Spot Sales



PROFIT...
By Using This
TWIN-PORTS MARKET...
The Head of the Seaway
LAKE SUPERIOR
DULUTH
SUPERIOR
VIGOROUSLY GROWING MID-CONTINENT SEAPORT
the 2ND LARGEST MARKET...
IN SIZE ONLY TO THE TWIN CITIES IN MINNESOTA AND MILWAUKEE IN WISC.
Covered completely and more effectively by . . .
WDSM TV
Channel-6
NBC
A 3 BILLION DOLLAR MARKET
Duluth & Superior
Affiliated with Duluth Herald and News-Tribune
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

media for some time, were the cautious explanatory comments from the agency.

There was a report that one Pennsylvania station, WARD Johnstown, had accepted the commercial plan. But when contacted WARD said (1) it had no intention to carry any Schenley advertising and (2) had only expressed willingness to "consider" the commercials if they had nothing to do with liquor, but (3) now it will have nothing to do with Schenley's plan.

Said WARD in effect: There's been too much confusion as to the station's involvement so the station will clear the air by stepping out of the picture.

A BBDO spokesman, however, indicated there had been other station interest and notices of willingness to accept such advertising.

A BBDO account executive, Len Hall, said the whole matter of Schenley using radio for institutional purposes or otherwise was "premature."

Not Anti-DSI • It was apparent that Schenley, which is not a member of the Distilled Spirits Institute, is intent on not bringing down the wrath of DSI which represent most major distillers.

But it has been experimenting on ways to approach various media with an advertising message that will extoll the company's name. This is precisely what the commercial attempts to do. A 55-second commercial with full orchestration, a chorus and featured singer has as its theme, "Friendly is Schenley, Pennsylvania." The theme is carried through in a humorous vein by referring to other cities and towns such as Pocatello, Idaho, and San Bernardino, Calif. The singing group notes that no matter where you go, you miss Friendly Schenley, Pa., etc. A tag line says simply, "Schenley Industries, Schenley, Pa." The area and park are located in Pittsburgh.

John F. Meagher, NAB radio vice president said the jingles violate the NAB radio standards of practice.

Schenley spokesmen, through BBDO, asserted they had no intention of placing whiskey advertising on the air, but are exploring what use of radio they could make, what copy would be satisfactory to stations, and "if it is possible to say anything, if there is anything worth saying."

As to tv, a whiskey account, Michter's Pot Still Whiskey of Lebanon County, Pa., broke the barrier July 21 with two 90-second spots on WTAR-TV Waterbury, Conn. (BROADCASTING, Aug. 3).

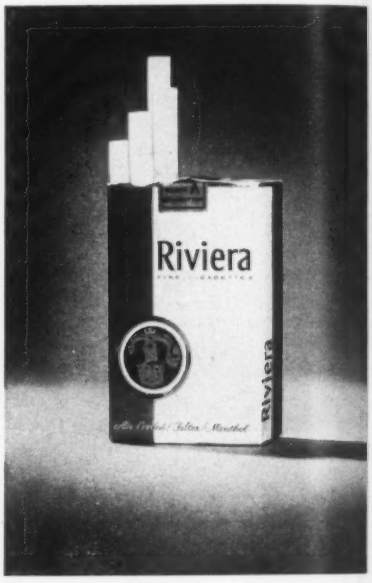
Schenley has used the air medium for two wine products in the past, its Cresta Blanca and Dubonnet.

3-market introduction set for new Rivieras

The competition for a greater share of cigarette sales gets hotter even as the smoke becomes cooler, the tobacco companies claim.

"A new standard of coolness," said The American Tobacco Co., New York, of its new filter-tip, mentholated Riviera that will be introduced later in August in Kansas City, Atlanta and the Cleveland-Akron markets [AT DEADLINE, Aug. 3].

For radio-tv, American Tobacco's



news last week could only mean a new source of advertising revenue. Already, the cigarette maker, through Sullivan, Stauffer, Colwell & Bayles, New York, set spot radio and spot tv as basic media along with newspapers to support the introduction.

Radio-Tv Pattern • The pattern of new mentholated cigarette products edging into the marketplace was indicated earlier this summer when Philip Morris Inc. with Alpine and P. Lorillard Co. with Spring heralded their introduction in late July with preliminary campaigns on radio-tv and in printed media (BROADCASTING, July 27).

American Tobacco's entry is a high filtration cigarette that has a feature of tiny air vents close to the outer filter wrapping designed to reduce the "smoke temperature" before the smoke is drawn through the filter tip.

The new package was created by industrial designer Lippincott & Margulies—"corner stripes of Mediterranean blue for coolness . . . the red and gold heraldic insignia for quality tobacco . . ."

Number **FOUR** *in a series . . .*

Masla Market facts

Welcome, HONOLULU, Hawaii — Population 502,000

Honolulu represents:
78% of the Hawaiian Islands' population . . . 85% of retail sales . . . 90% of manufacturing . . . 92% of construction.

Military: Over 50,000 personnel; annual payroll—$141,000,000.

Tourists: 183,000 visitors in 1958

Factory shift: 7 am - 4 pm

Office hours: 8 am - 4:30 pm

Peak shopping days: Thursday, Saturday

K-POI

Headed for Number One! After 35 days of new programming, Hooper shows K-POI with largest audience gains.

CLARKSVILLE, Tennessee — Population 51,100

Oldest station in rich farm area.

Major crops: Tobacco, corn, cattle.

Military: Fort Campbell Paratrooper Base; 30,000 personnel; $50,000,000 annual payroll

Peak traffic hours: 6:45 am - 8:30 am
4:30 pm - 6:00 pm

Evenings stores stay open: Friday, Saturday

Peak shopping days: Friday, Saturday

WJZM

Featuring Phila Rawlings, nationally known cooking authority; winner of Zenith Award and other culinary honors.

EAU CLAIRE, Wisconsin — Population 111,900

Factory shifts: 7 am - 3 pm

Office hours: 8 am - 4 pm

Peak traffic hours: 6:30 am - 8:30 am
3 pm - 5 pm

Evening stores stay open: Friday

Peak shopping days: Friday, Saturday

Payday: Friday, generally

Tourist season: June to September
10,000 - 15,000 visitors

WAXX

The new #1 station in Eau Claire, with 40% afternoon share (Hooper: May, June). Zooming AM share now at 28%!

FOR FURTHER FACTS ON THESE AND OTHER MASLA-REPRESENTED STATIONS, CONTACT

JACK MASLA & COMPANY, Inc.

Jack Masla, President	*40 East 49 St.*	*Dick Lawrence*
	N.Y.C. 17	*Director*
Clem O'Neill, Mgr. Midwest	*PLaza 3-8571*	*of Programming*

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

Masla Means Business

WGAL-TV is first choice of
viewers in Lancaster, Harrisburg, York
and in many other markets.

WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

DO TINY CARTOON FOLKS SELL?

Yes, according to new motivation survey

Little people on tv—whether they chase dirt, spruce up men's hair or offer to bring quick relief from stomach discomfort—can be "friendly, warm and amusing" in commercials. They can also deliver a soft sell without disturbing independent-minded viewers.

Animated cartoon characters are usually, in fact, "safe symbols" in advertising messages, according to the Institute for Advertising Research, an affiliate of Chicago's Social Research Inc., leading motivation research firm. IAR has been conducting studies of tv commercials, utilizing new methods of appraising advertising effectiveness through standardization of motivation techniques and instruments. It offers its services to advertisers, agencies and media alike.

How effective are the "little and elf-like" people in tv commercials? Say the bespectacled gremlin for Lestoil? The animated characters for Brylcreem? The little people sleeping on a Sealy mattress. "Little Oscar," dressed in chef's hat extolling the virtues of Oscar Mayer hot dogs? And Peter Pan walking off the label of a peanut butter jar?

No Personal Disruption • Douglas L. Hink, IAR research director, feels "little people" represent an interesting solution to the problem of soft-selling. IAR studies show that the advertising message should not disturb the consumer's sense of freedom, a basic tenet of American life. And little people are not wont to challenge this feeling. Explains Mr. Hink:

"When helping to apply hair tonic or popping out of a can of kitchen cleanser, little people stand for ease, pleasure and well-being, and are used most effectively for products that denote these conditions. 'Speedy Alka-Seltzer' brightly offers quick relief from discomfort. 'Little Oscar' shows his products in a commercial centered on gracious outdoor living.

"Unlike children, who might be unconsciously resented or ignored as unqualified to give advice to their elders, little people in tv are friendly, and rarely do they obviously push the viewer into a corner. Another advantage: The cartoon character is an abstraction, perhaps satirizing or paralleling a cer-

NIELSEN

TOP 10 NETWORK PROGRAMS
Tv report for 2 weeks ending July 12

TOTAL AUDIENCE †

Rank	No. homes (000)
1. Wagon Train	13,172
2. Gunsmoke	12,638
3. I've Got a Secret	12,238
4. All Star Baseball Game	11,570
5. 77 Sunset Strip	11,036
6. Have Gun, Will Travel	10,903
7. Ed Sullivan	10,858
8. Rifleman	10,369
9. Joseph Cotten	10,324
10. Millionaire	10,146

Rank	% homes*
1. Wagon Train	30.1
2. Gunsmoke	28.9
3. I've Got a Secret	28.0
4. All Star Baseball Game	26.4
5. 77 Sunset Strip	26.3
6. Have Gun, Will Travel	25.0
7. Ed Sullivan	24.8
8. Rifleman	24.4
9. Millionaire	23.7
10. Joseph Cotten	23.6

AVERAGE AUDIENCE ‡

Rank	No. homes (000)
1. Gunsmoke	11,659
2. I've Got a Secret	10,814
3. Have Gun, Will Travel	9,924
4. Wagon Train	9,835
5. Rifleman	9,390
6. Danny Thomas	9,078
7. 77 Sunset Strip	8,900
8. Joseph Cotten	8,900
9. Peter Gunn	8,900
10. G. E. Theatre	8,811

Rank	% homes*
1. Gunsmoke	26.7
2. I've Got a Secret	24.7
3. Have Gun, Will Travel	22.8
4. Wagon Train	22.5
5. Rifleman	22.1
6. 77 Sunset Strip	21.2
7. Danny Thomas	20.9
8. G. E. Theatre	20.6
9. Joseph Cotten	20.4
10. Peter Gunn	20.3

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the programs, except for homes viewing only 1 to 5 minutes.
* Percented ratings are based on tv homes within reach of station facilities used by each program.
‡ Homes reached during the average minute of the program.

VIDEODEX

TOP 10 NETWORK PROGRAMS
Tv report for June 26-July 2

Rank	% Homes
1. Gunsmoke	31.6
2. Wagon Train	29.8
3. Have Gun, Will Travel	28.5
4. 77 Sunset Strip	28.0
5. I've Got A Secret	27.8
6. Playhouse 90	27.6
7. Desilu Playhouse	27.4
8. Danny Thomas	27.2
9. Loretta Young	27.1
10. Rifleman	26.5

Rank	No. Tv Homes* (000)
1. Gunsmoke	13,100
2. Wagon Train	12,200
3. Have Gun, Will Travel	11,600
4. 77 Sunset Strip	11,500
5. I've Got A Secret	11,300
6. Playhouse 90	11,200
7. Desilu Playhouse	11,100
8. Danny Thomas	11,200
9. Loretta Young	11,000
10. Rifleman	10,300

*Listed in sequence of rating level from first table

Copyright 1959 Videodex Inc.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball Game (NBC-178): Gillette (Maxon), Mon. July 6, 6:45-10 p.m.
Joseph Cotten Show (CBS-193): General Foods (B&B), Sun. 9:30-10 p.m.
Desilu Playhouse (CBS-122): Westinghouse (M-E), Mon. 10-11 p.m.
G. E. Theatre (CBS-148): General Electric (BBDO), Sun. 9-9:30 p.m.
Gunsmoke (CBS-194): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.
Have Gun, Will Travel (CBS-171): Whitehall (Bates), Lever Bros. (JWT), Sat 9:30-10 p.m.
I've Got a Secret (CBS-194): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.
Millionaire (CBS-167): Colgate (Bates), Wed. 9-9:30 p.m.
Peter Gunn (NBC-182): Bristol Myers (DCS&F), Sun. 7-7:30 p.m.
Playhouse 90 (CBS-158): various sponsors Thurs. 9:30-11 p.m.
Rifleman (ABC-152): Miles Labs (Wade), Ralston-Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.
77 Sunset Strip (ABC-132): American Chicle, Whitehall and Carter Products (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.
Ed Sullivan (CBS-179): Lincoln-Mercury (K&E), Eastman Kodak (JWT), Sun. 8-9 p.m.
Danny Thomas (CBS-200): General Foods (B&B), Sun. 9-9:30 p.m.
Wagon Train (NBC-178): Ford Motor Co. (JWT), National Biscuit Company (M-E), R. J. Reynolds (Esty), Wed. 7:30-8:30 p.m.
Loretta Young (NBC-145): Procter & Gamble (B&B), Sun. 10-10:30 p.m.

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week July 30-Aug. 5 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Thur., July 30	Masquerade Party (10:30 p.m.)	NBC-TV	15.0
Fri., July 31	77 Sunset Strip (9:30 p.m.)	ABC-TV	21.5
Sat., Aug. 1	Gunsmoke (10 p.m.)	CBS-TV	20.0
Sun., Aug. 2	What's My Line (10:30 p.m.)	CBS-TV	19.0
Mon., Aug. 3	Desilu Playhouse (10 p.m.)	CBS-TV	22.4
Tue., Aug. 4	Local shows (10:30 p.m.)	NBC-TV	19.6
Wed., Aug. 5	Wagon Train (7:30 p.m.)	NBC-TV	19.8

Copyright 1959 American Research Bureau

WHAT HAS THE PETER PAN LABEL?

N.Y. women didn't know . . . so tv educated them in 30 days

Even a "modest," one-month schedule on a single tv station can boost brand awareness.

This is what Television Bureau of Advertising found in a special survey (via Pulse Inc.) taken of a Peter Pan schedule on WOR-TV New York that started last March 9. Peter Pan markets bras and girdles.

TvB released its survey results today (Aug. 10) documenting the progress made in viewer brand awareness by Peter Pan in its schedule on *Million Dollar Movie* (feature motion pictures on WOR-TV).

Before • The bureau conducted a Pulse survey just before Peter Pan started its tv advertising. That canvass revealed 9.4% of the 500 women respondents had spontaneously named Peter Pan as a brand they knew (Peter Pan is an established name with both consumers and the trade and has consistently advertised in newspapers and magazines).

The pre-tv survey also found that 57.7% of the respondents aware of the brand were able to tell something about Peter Pan. This reflected the extent to which the brand was already known among the women.

And After • Following the four weeks of tv advertising the spontaneous mention of the name went from the 9.4% to 15.5%. As for knowledge of Peter Pan, the 57.7% of women able to tell something about the product before the advertising ran on the station jumped to 72.3%. Women who had seen three or four of the programs carrying the commercials were much more apt to recall something specific than those who had seen one or two. Most of the women gave tv as the source of what they had seen or heard.

The Pulse survey also revealed that residents who had seen the feature film on *Million Dollar Movie* were more likely to give tv as the source for their awareness of Peter Pan. By the campaign's end, nearly two-thirds of all women seeing or hearing something about the brand gave tv as the source.

Why all the fuss and feathers? Two reasons, said Norman E. Cash, TvB's president:

(1) The survey was concerned with a case where the initial level of awareness was high even before the tv advertising began.

(2) The appreciable gain was recorded after "only four weeks" of the schedule, and the commercials appeared in only half the showings of *Million Dollar Movie*.

The Pulse Inc. covered the 17 county New York-Northeastern New Jersey metropolitan area.

Peter Pan also has been advertising on the west coast—KHJ-TV Los Angeles—in a similar campaign. Although no survey was taken there, TvB representatives on the coast said retail stores were reporting excellent results at the sales counter.

---

tain personality type, but not too closely."

Possible Boomerangs • Mr. Hink points out, that little people are not always beneficial—viz, in alcoholic beverage or cigarette commercials. Their very engaging nature, he explains, might "appeal too strongly to the young, impressionable mind."

The institute also ascertained that, while cartoon characters may seem pleasant and amusing to their creators in planning stages, they may actually conjure a negative effect in the finished tv commercial. In one tv antacid commercial, for instance, "extreme exaggeration" made the sales message unbelievable, "destroying any chance for consumer identification and robbing the little people of their effectiveness. . . . The whole episode simply was not plausible."

In view of the unpredictability of viewer reaction to cartoon commercials, IAR recommends and maintains an extensive pretesting of subjects and symbols "to determine if the appeals have been aimed in the right direction," according to Mr. Hink. "When they do strike a response, though, little people in advertising succeed in lending a much-needed light touch to television commercials" for soap, shampoo, petroleum, automotive, food and other product advertisers.

IAR's Functions • Founded in April 1959 and headed by James Witherell, IAR is utilizing the research instruments developed by Social Research Inc. over the past 12 years. It was formed specifically to service advertisers. Individual advertisements, whether intended for tv, radio or print media, are tested at any stage of completion. It also offers total campaign evaluation or "audits," studying the effectiveness of a campaign at three points in the early stages of its life and thus permitting current changes.

A major step in advertising evaluation is to offer advertisers a guide for budgeting their expenditures.

The institute emphasizes the need for copy-testing is gaining increased recognition. The reasons: "The gamble is too great, and many corporation executives are taking action to decrease it, by protesting all or most ads. A half-hour tv show may cost $100,000. To run three untested commercials per show is a $100,000 gamble. A year's half-hour tv network show may cost $5,200,000."

IAR reports include these evaluations of a commercial's penetration: description of materials and sample (50 people in any one category); themes; formal elements. (Is the announcer an acceptable authority? Are the people, actions, dress, etc., compatible with the product and the desired audience?); audience profile; brand image changes; impact (or "arousal potential"), including emotional involvement, imagination stimulus, symbolic meaning and durability (repetition) and evaluation.

Forced growth

Perfection Homes, a prefabricated home building company in Shenandoah, Iowa, planned a "feeler" campaign of 40 spots in 30 days on KMA that city. Last week the sponsor reported that instead of getting a few inquiries as might be expected, "all hell broke loose." The month-long schedule forced the company to enlarge its sales force and expand its operating estimates, according to Buck Jones, spokesman for the building concern. Of more than 500 inquiries received, Mr. Jones said, more than 10% could be closed and several firm commitments were made for new homes before the end of the month.

Westinghouse picks up CBS-TV election tab

Westinghouse Electric Corp. is investing an estimated $6 million dollars in its third consecutive sponsorship of television and radio coverage by CBS of Presidential nominations, campaigns and the Nov. 8, 1960 election.

The 1960 project gets underway in Los Angeles July 10 with an introduc-

Tiger Stalks • One of the one-minute commercials that became known to tv audiences in New York, and which helped stimulate brand awareness among viewers, emphasized the girdle and products as well as the name of Peter Pan. 60-second Peter Pan "Tiger" girdle spot used (l to r) footage of a real tiger, limbo shots of an actual girdle and glamor-studded patio dance sequence. Another commercial depicted the "Honeycomb" bra that had as its background the original lyrics to the "Honeycomb" pop tune. Animation and hard-sell voice over promoted specific features of the bra. Agency handling the campaign: Ben Sackheim Inc., New York.

tion to the Democratic Convention which begins at the new sports arena the following day. There will be a week's intermission between conventions, with the scene shifting to Chicago where the Republican Convention starts July 25 at the International Amphitheatre. There again, CBS News will present a pre-convention orientation (July 24) as well as the regular sessions.

The convention reporting will be made by a corps of more than 30 top CBS newsmen and analysts under the direction of Sig Mickelson, vice president of CBS and general manager of CBS News. John Day, CBS director of news, will be in charge of news coverage and Paul Levitan, director of special events, CBS News, will serve as executive producer.

On television, Walter Cronkite will serve as "anchor man" and Bob Trout will key the radio reporting.

Mark W. Cresap Jr., president of Westinghouse, pointed out that in 1956 more than 80% of the U.S. families tuned into the convention and election night coverage.

CBS-TV's coverage will include use of video tape to report convention events that occur simultaneously.

Westinghouse Agencies: Ketchum, MacLeod & Grove, Pittsburgh; with McCann-Erickson and Grey, both New York, sharing responsibility for the commercials.

CREATIVITY THEME
Chicago workshop draws 500 admen

Creativity in advertising, with emphasis on the effectiveness of tv commercials and the translation of campaign themes from print to broadcast media, drew the attention of nearly 500 agency and client representatives in Chicago last week.

A second annual summer workshop sponsored by *Advertising Age* and held at the Palmer House Aug. 5-8, delved into various creative problems in broadcast and print media, with several key agency and other speakers on the agenda.

Panelists took turns sniping at cigarette and other commercials, including Viceroy, and Anacin. Said one panelist of Viceroy: "This campaign [with the "thinking man" theme], if it proves successful, will mark a black day for television and our business. We're a lot more stupid population than we're supposed to be." The tv advertising campaign also was described as "absurd."

Views on the "Tops and Flops" among tv commercials were given Thursday evening by a panel comprising Harry W. McMahon, former vice president-tv commercial operations, Leo Burnett Co., and now advertiser-agency consultant; Robert L. Foreman, executive vice president and tv projects director, BBDO; Jack Sidebotham, art-copy supervisor, Young & Rubicam, New York and Ed Graham Jr., president, Goulding-Elliott-Graham Productions, New York.

Appearing on a Friday panel on creative broadcasting ideas were Kensinger Jones, vice president and tv-radio creative director, Campbell-Ewald, Detroit; William Dozier, vice president for programs, CBS Hollywood.

Jack Baxter, president of Creative House, Chicago, and former creative head of Earle Ludgin & Co.; Walter Colmes, Colmes-Werrenrath Productions; Andrew Sarrut, president of Telefranc, Paris, and Valentino Sarra, president of Sarra Inc., and Kenneth C.T. Snyder, vice president and tv-radio creative director at Needham, Louis & Brorby, Chicago.

Radio Today • Mr. Jones pointed out that many advertising people haven't faced up to changing requirements in radio. Today's commercials are no longer part of a program but interspersed between programming segments and necessitate different patterns in radio buying.

Emphasizing the need for good writing in both radio and tv, he said his agency attempts (1) to "put an entertainment bonus into the commercials;" (2) never let technique overshadow message; (3) give every single

WISCONSIN
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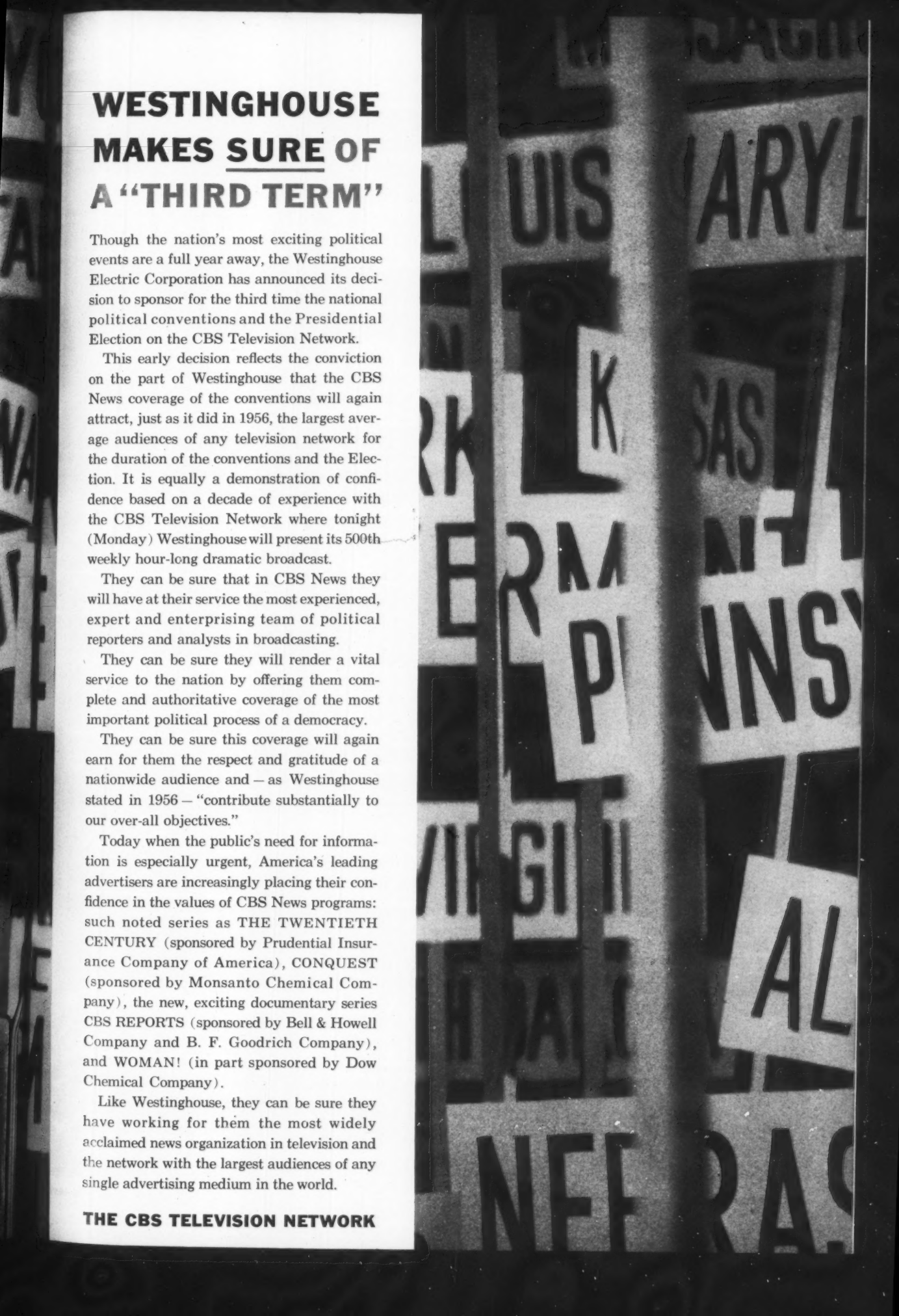


WESTINGHOUSE MAKES SURE OF A "THIRD TERM"

Though the nation's most exciting political events are a full year away, the Westinghouse Electric Corporation has announced its decision to sponsor for the third time the national political conventions and the Presidential Election on the CBS Television Network.

This early decision reflects the conviction on the part of Westinghouse that the CBS News coverage of the conventions will again attract, just as it did in 1956, the largest average audiences of any television network for the duration of the conventions and the Election. It is equally a demonstration of confidence based on a decade of experience with the CBS Television Network where tonight (Monday) Westinghouse will present its 500th weekly hour-long dramatic broadcast.

They can be sure that in CBS News they will have at their service the most experienced, expert and enterprising team of political reporters and analysts in broadcasting.

They can be sure they will render a vital service to the nation by offering them complete and authoritative coverage of the most important political process of a democracy.

They can be sure this coverage will again earn for them the respect and gratitude of a nationwide audience and — as Westinghouse stated in 1956 — "contribute substantially to our over-all objectives."

Today when the public's need for information is especially urgent, America's leading advertisers are increasingly placing their confidence in the values of CBS News programs: such noted series as THE TWENTIETH CENTURY (sponsored by Prudential Insurance Company of America), CONQUEST (sponsored by Monsanto Chemical Company), the new, exciting documentary series CBS REPORTS (sponsored by Bell & Howell Company and B. F. Goodrich Company), and WOMAN! (in part sponsored by Dow Chemical Company).

Like Westinghouse, they can be sure they have working for them the most widely acclaimed news organization in television and the network with the largest audiences of any single advertising medium in the world.

THE CBS TELEVISION NETWORK

radio spot its own special touch, and (4) "demand and get absolute top-flight production for every spot."

Mr. Dozier discussed the relationship between advertiser-agency on one hand and tv network programmers on the other. He felt the aims of the two are "not necessarily and not proponderantly" incompatible and recounted difficulties on both sides.

Don't Stint on Spot • Mr. Colmes told workshop delegates that inasmuch as money spent on tv commercials is small in proportion to time costs, "the impact of a commercial should not be lessened for the sake of a minor saving." At the same time, he explained, money can be put to better effect in buying more time and additional markets instead of being expanded needlessly. Mr. Colmes discussed commercials ranging from $1,000 to $2,500 in cost.

Mr. Sarra reminded that sponsors are not themselves in show business but to make and sell goods and therefore "the tv commercial must sell the sponsor's product," which actually is showcased within three minutes during a half-hour of entertainment. The big problem, he said, is "how can we sell more with our commercials—what is necessary to do a better selling job?"

Mr. Sarrut pointed out that European films are shown mostly as commercials in theatre houses—with wide-screen, full color, stereo and less stringent time limitations; its clients don't operate within the U.S. agency-advertiser pattern (the European producer is not directly supervised by agency and client and is on his own); and films on European tv show off to better "slick paper magazines reproduction" advantage.

Multi-Media Planning • Mr. Snyder stressed the inherent technical differences between broadcast and print media, noting the transition from one to the other can be "minutes or months away, a cranial centimeter or office miles apart." And the evaluation of a campaign theme can be split-second or months of work, he pointed out. Mr. Snyder recited the example of State Farm Insurance Co's., Bloomington, Ill., for which NL&B converted a print theme to tv commercials (CBS-TV's baseball *Game of the Week* and sponsorship of Bill Veeck's sports commentary on WBKB (TV) Chicago). Stressing the difficulty of translating print advertising to tv, Mr. Snyder stated:

"If an advertising campaign is known to be destined for both media, then the ideal theme is one that works, efficiently, in both media . . . so that print and tv say the same thing and look alike."

Among other case histories of "translation," he cited such examples as Quaker Oats for *Ozzie & Harriet*, Studebaker's Lark, Clairol commercials ("does she or doesn't she?"); Jello, Marlboro cigarettes and Prudential Insurance Co.

Gillette to promote on $5.4 million tab

Gillette Safety Razor Co., Boston, is allotting $5.4 million to its world series promotion, extending from the end of August to early October, characterized as "the greatest promotional period in the history of Gillette."

Though no media breakdown was reported last week by A. Craig Smith, vice president in charge of advertising for Gillette, it is known that Gillette paid $3,250,000 alone to the baseball Commissioner's Office for the radio-tv rights to the series and the All-Star Game.

Counting time and production on NBC-TV and NBC Radio, the promotion on network radio-tv will run to more than $4 million.

The company's advertising will spotlight the $1.95 Adjustable Razor which permits adjustment to nine different settings of blade edge angle and exposure to suit the user.

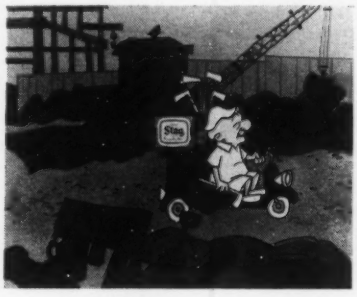
During the promotion period the razor will be featured on the company-sponsored disc jockey programs on 250 radio stations in 110 markets, in full-color Sunday comic sections and in various trade journals.

Gillette, which will sponsor the world series for the 21st consecutive year, estimates it radio-tv home audience at 100 million.

• Business briefly

Time sales

• Bristol-Myers Co., N.Y., for its Bufferin is starting a 52-week spot tv campaign on Aug. 30. The new drive will extend into larger metropolitan areas than used in the past year. Mostly



GOOD SPORT
Golfer Magoo on a rough course

ADVICE TO DRILLER
"Stop chopping . . . Watch this"

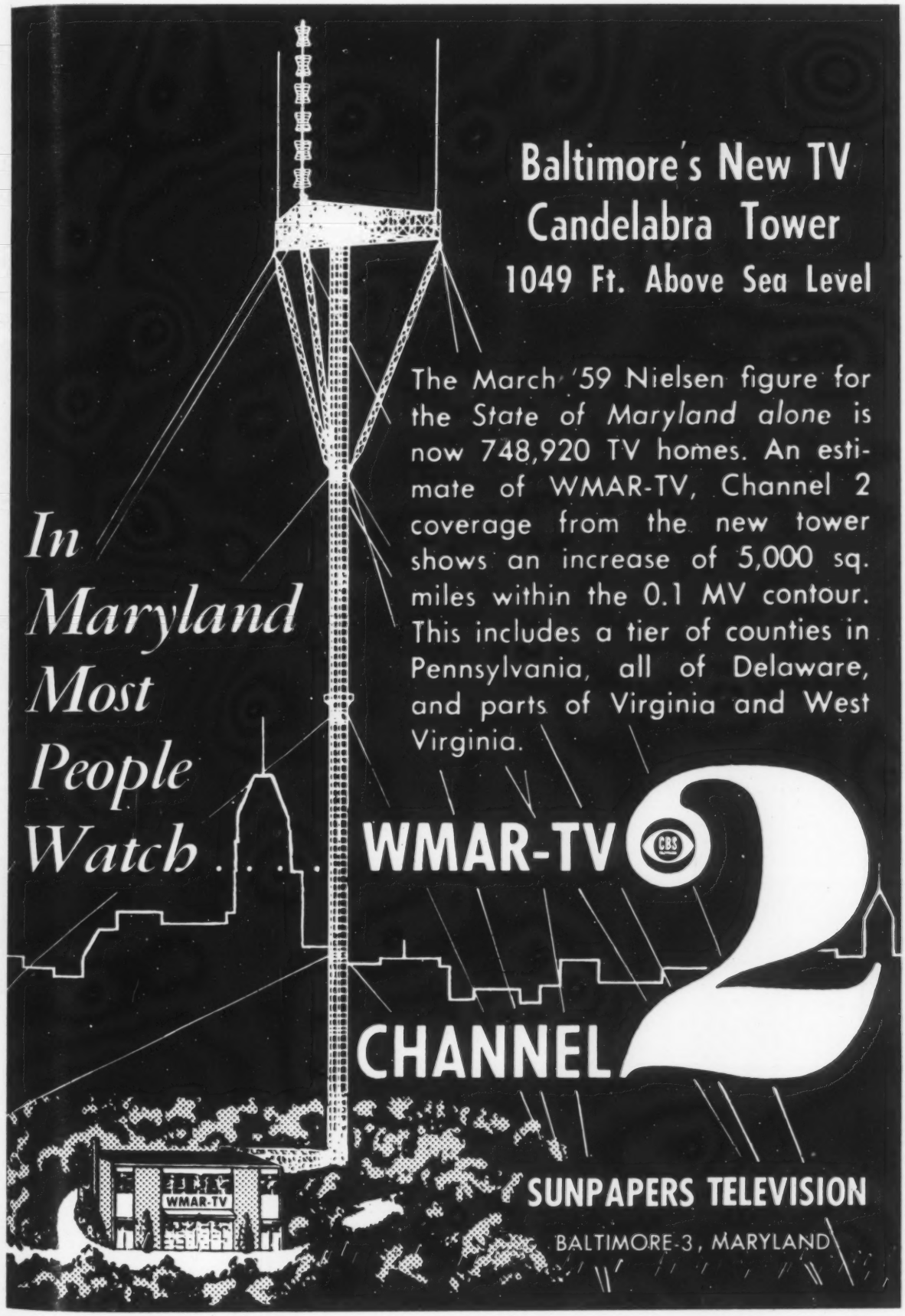
TV PREVIEW

Carling Brewing Co. of Cleveland likes its near-sighted salesman so well it has signed him for another season and turned over virtually the whole Stag beer campaign to him. Acting on Mr. Magoo's record last year, both in sales and audience rating, Carling's agency, Edward Weiss & Co., Chicago, renewed the Stag contract with UPA Pictures Inc., Hollywood, and has produced a new set of 20-second spots and IDs.

Although Stag beer is distributed only in the Middle West, Weiss claims a high national rating for the Magoo spots. As a result, the new campaign ties in radio, newspaper, billboard and point-of-sale material all to the tv art.

Jerome L. Joss, Weiss vice president and an executive on the account, has just returned to Chicago from a production session with UPA in Hollywood. Above and right are stills from one of the series of new spots developed at UPA Pictures under supervision of Executive Producer Herb Klynn of the UPA Pictures Commercial Div. and Director Rudy Larriva.

(MAN)HOLE IN ONE
"This calls for a celebration"


Baltimore's New TV
Candelabra Tower
1049 Ft. Above Sea Level
The March '59 Nielsen figure for the State of Maryland alone is now 748,920 TV homes. An estimate of WMAR-TV, Channel 2 coverage from the new tower shows an increase of 5,000 sq. miles within the 0.1 MV contour. This includes a tier of counties in Pennsylvania, all of Delaware, and parts of Virginia and West Virginia.
In Maryland Most People Watch . . . .
WMAR-TV
CBS
CHANNEL 2
WMAR-TV
SUNPAPERS TELEVISION
BALTIMORE 3, MARYLAND

nighttime minutes will be bought. Agency: Young & Rubicam, N.Y.

• Schick Inc., Lancaster, Pa., which has set a $3 million budget for fall advertising (BROADCASTING, Aug. 3), has allocated part to spot tv in various major markets, starting Aug. 17 and going into December. Minutes in early evening time are planned. Agency: Benton & Bowles, N.Y.

• Vick Chemical Co. (cold tablets), N.Y., is set to enter major market with a spot tv campaign starting in October and going into December. Some network tv also is in the works. Agency: Ogilvy, Benson & Mather, N.Y.

• Revere Camera Co. (cameras, tape recorders), Chicago, buys a schedule of 60-second announcements in six major markets (New York, Chicago, Los Angeles, San Francisco, Boston and Detroit) for nine weeks starting Oct. 12. Agency: Keyes, Madden & Jones, Chicago.

• Kellogg Co. (for OK Cat cereals), Battle Creek, Mich., is buying an extensive schedule of 20-second and 60-second spots in several major eastern markets, starting in the next fortnight. The client also will promote the product on its film properties (Children's shows) plus its network programs. Agency: Leo Burnett Co., Chicago.

• S.C. Johnson & Son (Klear Floor wax), Racine, Wis., buys a schedule of 20-second and 60-second spot announcements in 25-30 leading markets, starting about Aug. 14. Agency: Foote, Cone & Belding, Chicago.

• A.H. Pond Co. (Keepsake diamond rings), Syracuse, N.Y., has signed for participating sponsorship on ABC-TV's *American Bandstand* (Mon.-Fri., 4-5:30 p.m.), starting Oct. 5 and covering six alternate-week half-hour segments and consecutive-week quarter-hour segments. Agency: Flack Adv., Syracuse.

• The Chevrolet Div. of General Motors Corp. will sponsor CBS Radio's presentation of the 22nd annual All-American Soap Box Derby (Sun., Aug. 16, 4:45-5 p.m.). The Akron, Ohio, race involving 170 boys and their self-built autos, will be described by CBS newsman Allan Jackson. Agency for Chevrolet: Campbell-Ewald, Detroit.

• S.A. Schonbrunn & Co. (Savarin Coffee), Palisades Park, N.J., is in a seven-week promotion of iced coffee made with Savarin Instant and cold tap water. New York (WNEW, WRCA, WMCA, WMGM and WINS) and Philadelphia (WCAU and WRCV) are receiving a total of 153 one-minute spots per week. A new musical commercial, in both jazz and cha-cha rhythm, is being used. This campaign is integrated with Savarin's regular tv exposure over WRCA-TV and WCBS-TV New York, WCAU-TV and WRCV-TV Philadelphia and WNHC-TV New Haven. Agency: Foote, Cone & Belding, N.Y.

WNJR
negro radio for
metro new york

• A. Stein & Co. (for its Perma-lift foundation garments), Chicago, buys a 60-minute Parisian fashion show on WBBM-TV that city (the producing station) WCBS-TV New York and KTTV (TV) Los Angeles, for showing Sept. 1. The film also is being offered by CBS Television Film Sales for syndication to other markets. The program is being filmed by Harriet Atlass, women's affairs director, and Lee Philip, commentator, both WBBM-TV. Earlier the Los Angeles outlet was incorrectly announced by CBS-Chicago as KNXT (TV).

Agency Appointments

• Procter & Gamble Co., Cincinnati, names Grey Adv., N.Y., as agency for Ivory Flakes, effective Nov. 1, replacing Compton Adv., N.Y., which has been appointed agency for a new and unidentified P&G product.

• CandyGram (candy with telegram service), Chicago, appoints Young & Rubicam, same city. The account was resigned by Reach, McClinton & Co., Chicago, in April, three months after formation of the company.

• The Eagle Pencil Co., Danbury, Conn., in December will move its account from BBDO to the Shaller-Rubin Co., both New York. Eagle has been successful with closed-circuit tv promotions viewed by office equipment suppliers.

• Young & Rubicam's San Juan office, already handling Procter & Gamble's Tide, Comet and Spic & Span in Puerto Rico, has been awarded Gleem and Crisco by P&G. This follows by a week the assignment of five P&G products to Y&R in Venezuela.

• Johns-Manville Corp., N.Y., on Jan. 1 moves its $2 million advertising account to Cunningham & Walsh after a 28-year association with J. Walter Thompson Co. It's understood that current plans for firm do not include broadcast media, though Johns-Manville in the past has made limited use of broadcasting.

• Tresler Oil Co., Cincinnati, appoints Joel Stuart Freedman Adv. there.

• Also in advertising

• Florida orange concentrate packers have set $3.3 million national advertising budget for three months starting September and appointed Benton & Bowles, N.Y., as agency to handle it. The campaign has support of Florida packagers of all brands of frozen orange concentrate in retail-size cans. This budget is in addition to the Florida Citrus Commission's ad program—now $4 million annual account — also handled by Benton & Bowles. Florida Citrus, though not currently using tv media, has used network and spot tv in past.

• Formation of a new agency, Hill & Lincoln Advertising Inc., in Miami, Fla., has been announced. Spencer Hill, president, formerly held executive creative positions with Maxon Inc., J. Walter Thompson and other agencies. Vice president Joseph S. Lincoln was Young & Rubicam, New York, media director for 12 years. Agency is headquartered at 623 Brickell Ave., Miami 32. Telephone Franklin 1-4629.

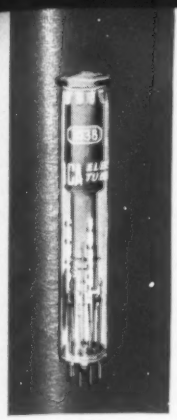
• Two new Los Angeles agencies, Charles Levitt Co. and Smalley & Smith, have been created by the principals of Smalley, Levitt & Smith. Jack Smalley's stock in the firm was purchased by S,L&S, which has changed its name to Charles Levitt Co., retaining offices at 1544 Highland Ave., L.A. 28. New telephone: Hollywood 9-8234. The agency retains all of the S,L&S staff except Mr. Smalley and Julian Besel, heads of the new Smalley & Smith. Address: 6600 Sunset Blvd., L.A. 28. Telephone: Hollywood 6-2404. The other founder, Ray Smith, has not been associated with the agency for years.

• KSFR (FM) San Francisco has formed an agency to produce hi-fi spot announcements for good-music stations and the fm industry. President-General Manager Al Levitt says all the agency's commercials will be tastefully presented to sell quality merchandise. A sample tape and price list is available from KSFR, Good Music Productions, 10 Claude Lane, San Francisco 8.

• Ross Roy of Canada Ltd., Detroit, has affiliated with Willis Adv. Ltd., Toronto. The move is designed to expand advertising-marketing services for both agencies' clients.

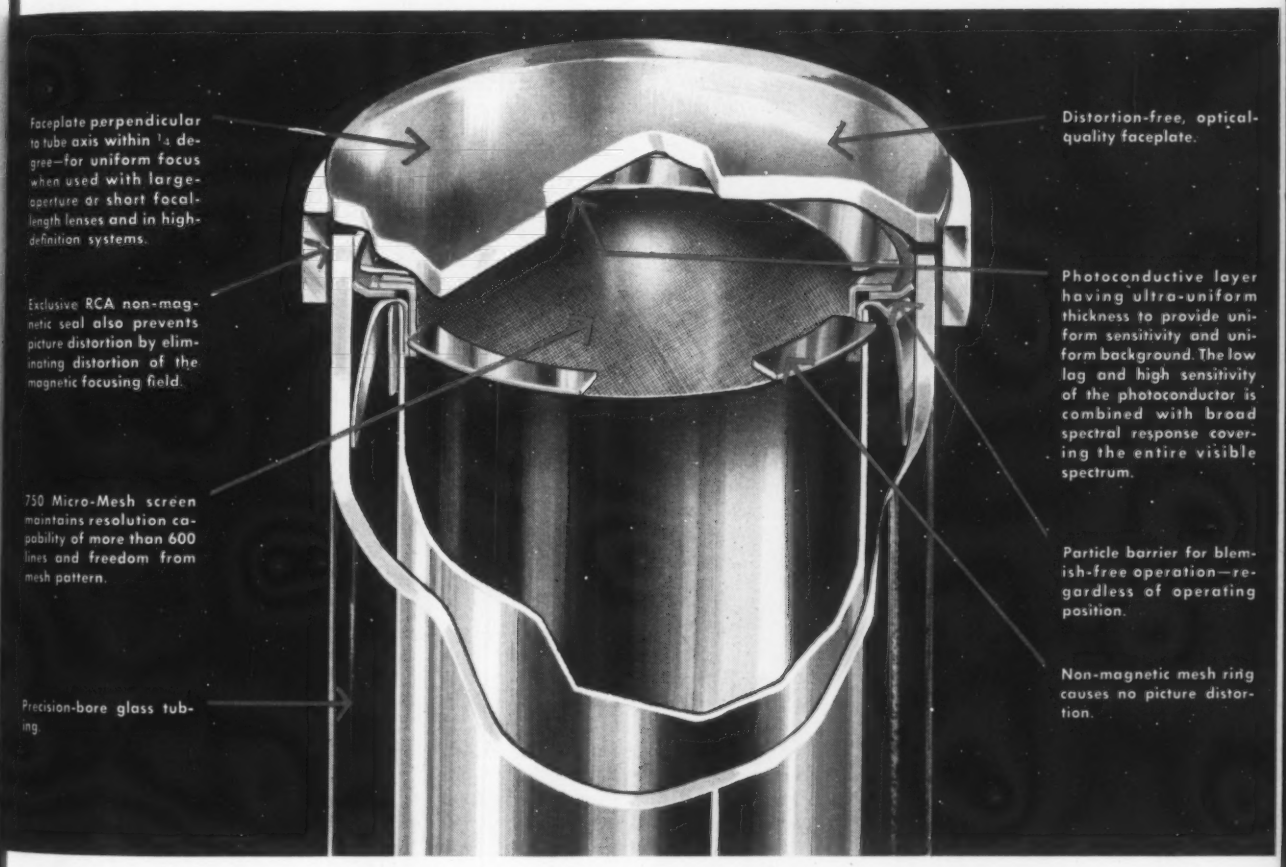
• Knox Reeves Adv., headquartered in Minneapolis, opens a Chicago office at 333 N. Michigan Ave. with Frederick Wachter, vice president, in charge.

• Louis Benito Adv. Agency, Tampa, Fla., has moved to 507 Morgan St., Tampa.



Another Way RCA Serves Telecasters Through Electronics

RCA's constant research gives TV cameras better "vision"


Faceplate perpendicular to tube axis within ¼ degree—for uniform focus when used with large-aperture or short focal-length lenses and in high-definition systems.
Exclusive RCA non-magnetic seal also prevents picture distortion by eliminating distortion of the magnetic focusing field.
750 Micro-Mesh screen maintains resolution capability of more than 600 lines and freedom from mesh pattern.
Precision-bore glass tubing.
Distortion-free, optical-quality faceplate.
Photoconductive layer having ultra-uniform thickness to provide uniform sensitivity and uniform background. The low lag and high sensitivity of the photoconductor is combined with broad spectral response covering the entire visible spectrum.
Particle barrier for blemish-free operation—regardless of operating position.
Non-magnetic mesh ring causes no picture distortion.

RCA tube designers originated the Image Orthicon—the tube that made modern telecasting practicable—and subsequent refinements such as Micro-Mesh and Super-Dynode. The Vidicon, too, was an RCA "first". The same spirit of research that originated these famous camera tubes continues to improve them in performance, reliability, life.

Look at the "inside story" of the RCA-7038 Vidicon, for instance. Here you see the latest improvements in Vidicon design and manufacture—backed by 25 years of camera tube experience. High sensitivity and uniformity over the entire scanned area open new possibilities in live-and film-pick-up camera techniques.

For the best in TV camera tubes, see your nearest RCA Tube Distributor. He's set up to serve all your camera tube needs. He's also ready and able to handle your audio needs including high quality RCA Sound Tape. Call him for prompt delivery.

RADIO CORPORATION OF AMERICA

Electron Tube Division — **Harrison, N. J.**

MORE LISTENING THAN LOOKING

Sindlinger says radio audience topped tv in July; RAB reports on listening afloat

Radio's audience exceeded that of television during the last three weeks of July for the first time in two years, according to a report released last week.

Sindlinger & Co., business analysts of Ridley Park, Pa., stated that a three-week trend beginning during the week ending July 9 shows that 79.4 million Americans 12 years and older listened to the radio, whereas 78.6 million persons watched tv during the same period.

During the week ending July 16 daily radio listening was attributed to 79.1 million people and daily tv viewing to 77.9 million.

During the week ending July 23 radio reached 79.3 million listeners while tv was seen by 77.1 million.

Sindlinger said that the last time radio listening surpassed tv viewing was in 1957, just before the release of pre-1948 movies to television. Radio listenership was also higher during one week of the 1956 political conventions.

Albert E. Sindlinger, president of the firm, stated that radio entertainment usually increases in popularity during the summer months, with the high point coming at the end of August, but in 1958 it did not outdistance tv. The pre-1948 films "supported" tv last summer, according to Mr. Sindlinger.

The Sindlinger report also noted that during the three peak July weeks 30% of the total daily radio audience listened on auto radios and 12.5% used portable sets. "More people are outdoors this summer . . . turning from tv to radio," it was stated. The increase of fm listening in major cities was also mentioned in the report.

Radio's on Boats • Another statistical report on radio's reach came last week from Radio Advertising Bureau which announced that of the more than seven million pleasure boats of all kinds that annually skim the U.S. waterways, 70.1% have radio aboard. Advertisers are overlooking an audience estimated at 37 million, according to RAB, which last week detailed its survey of boat-owning families in a new brochure entitled "Listeners Afloat".

RAB's special off-shore listening study, which is based on a survey of boat owners in six Long Island communities, points out that nearly four out of 10 hear radio more than five hours per week aboard their crafts. In this group more than half listen six to 10 hours per week on the water; 11.2% tune in more than 20 hours per week while boating. Another factor, RAB adds, is multiple exposure—some 77% of those surveyed usually sail with from three to five persons. Pleasure boating families also earn above average incomes, while those in the cabin cruiser class represent topmost purchasing power,RAB states.

Blue law • Jack Dash (r), general manager of WBCB Levittown-Fairless Hills, Pa., paid a fine last week to Justice of the Peace Earl B. Dougherty for a conviction notice served a station announcer while broadcasting July 26. The announcer was one of 159 charged that day by Mr. Dougherty with violating a 180-year-old state law against working on Sunday.

Huntsville tv on air

The first tv station in Huntsville, Ala., went on the air Aug. 1. WAFG-TV (ch. 31) is owned by Rocket City Television Inc. (Shaf Gregory, president; James R. Cleary, vice president, and John A. Higdon, secretary-treasurer and general manager). It is now negotiating with ABC-TV for network affiliation, according to Mr. Higdon.

July jump

July was a record membership month for the Radio Advertising Bureau which reports 39 additions to its roster of stations, now totaling 1,041. RAB has added 230 stations since the first of the year. The membership also has shown an increase in utilization of industry-produced sales tools. During the first six months of 1959 they placed 41% more orders for extra material than in 1958, representing a 55% increase in dollar volume.

Bartells want to form 'modern' radio group

Plans for an association to promote "modern" independent radio stations as advertising media were announced last week by the Bartell Family Radio Group.

Membership would be limited, at least at first, to large-market independents. Bartell officials indicated that the ultimate list might number 40 outlets.

The first objective would be to swing new dollars to "modern" radio by showing, largely through research and other documented presentations, that it can move all kinds of goods to all sorts of customers. Another feature would be the swapping of local programs and sales ideas among member stations.

Direction of the association is to be supervised by a committee of station and station representation firm officials who have no other business affiliation with one another.

Aims Cited • Among targets set for the organization are simplification of the timebuying process as far as "modern" radio is concerned; attracting advertising dollars from other media including television, "old-image" radio and radio networks; making available qualitative data on "modern" radio's audience and pointing up the advertising value of radio time beyond its peak periods.

Additional information may be obtained, from these officials of Bartell stations: central region, President Gerald A. Bartell or Len Schindler, WOKY Milwaukee; West, Lee Bartell, KCBQ San Diego, or Mort Wagner, KYA San Francisco; East, Mel Bartell, WOV New York; South, Jayne Swain, WAKE Atlanta, or Tom Whitley, WYDE Birmingham.

WSB-TV'S "A SOUND LIFE"
selected as one of two documentaries to represent U.S. in Prix Italia competition

The executive director of Broadcasting Foundation of America wrote: "The jury found the production a clear, honest, often moving, and always interesting study . . . we are delighted to present this fine production as a representative of American television."

"A Sound Life" was produced by the WSB-TV staff in cooperation with Atlanta's Junior League School for Speech Correction. It showed how deaf children are taught to speak. Responsible, imaginative programming in the public interest has earned heart-warming rewards for WSB-TV. And for this station's advertisers also.

WSB-TV

CHANNEL 2 ATLANTA

Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry and Company.
Associated with WSOC, WSOC-TV, Charlotte; WHIO, WHIO-TV, Dayton

Changing hands

Announced • *The following sales of station interests were announced last week, subject to FCC approval:*

• WEAU-AM-FM Eau Claire and WISC-AM-FM Madison, both Wisconsin: Sold by Morgan Murphy-Walter C. Bridges-Ralph Immell group to William R. Walker and associates for sum in neighborhood of $750,000. Mr. Walker is midwest multiple broadcast owner (WBEV Beaver Dam, WKTL Sheboygan, both Wisconsin; WSJM St. Joseph, Mo., and KCLN Clinton, Iowa), is associated with son, William R. Walker, and Charles R. Dickoff and John D. Harvey. WEAU is on 790 kc with 5 kw and an NBC affiliation. WISC operates on 1480 kc with 1 kw and is affiliated with ABC and MBS.

• WSVA-AM-FM-TV Harrisonburg, Va.: 51% interest sold by Transcontinent Television Corp. and Hamilton Shea to Evening Star Broadcasting Co. (*Washington Evening Star*-WMAL-AM-FM-TV Washington, D.C.) for approximately $700,000 (CLOSED CIRCUIT, July 20). Transaction involves sale of Transcontinent's 50% ownership plus 1% of Mr. Shea's 50% interest. Mr. Shea will remain as chief executive officer and general manager. WSVA is 550 kc with 5 kw day, 1 kw night and an NBC affiliation. The fm station is 100.7 mc with 7.2 kw. WSVA-TV is on ch. 3 with 8.2 kw, and is affiliated with all three tv networks.

• KWIK Pocatello, Idaho: Sold by Don Burden and associates to group of four businessmen headed by William T. Woods, Sears sales executive, for $159,695. Associated with Mr. Woods are John W. Lewis, WIBV Belleville, Ill.; Harlan E. Miles, Sears executive in St. Louis, and Marvin Mollring, Pocatello businessman. Transaction was handled by Norman & Norman, Davenport, Iowa. KWIK is 250 w on 1240 kc and is affiliated with ABC and MBS.

• KWEL Midland, Tex.: Sold by P. D. (Bo) Johnson to G. H. Vaught, NBC New York news director, for estimated $126,000. Transaction was handled by Hamilton-Landis & Assoc. Daytimer KWEL is on 1600 kc with 1 kw.

• WFDS (FM) Baltimore, Md.: Sold by William S. Cook to Hearst Radio Inc. for $70,000. Station, on 97.9 mc with 15 kw, will be operated in conjunction with Hearst's WBAL-AM-TV Baltimore. Thomas S. Cook, WBAL station manager, will be in charge.

• WAGE Leesburg, Va.: Sold by Mrs. Marion Park Lewis to William T. Stubblefield for more than $70,000. Mr. Stubblefield is radio-tv management consultant; formerly was director Station Relations Dept., NAB, and partner in brokerage firm of Hamilton, Stubblefield, Twining & Assoc. WAGE is 1 kw daytimer on 1290 kc.

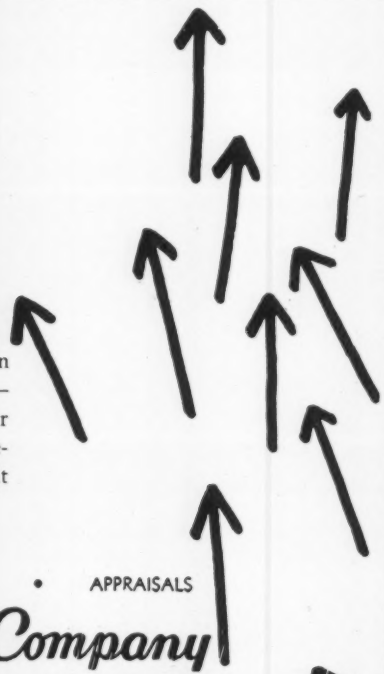
• KLFM (FM) Long Beach, Calif.: Construction permit and equipment sold by Long Beach Fm Broadcasters to Harriscope Inc. (Burt I. Harris, president) for $6,000. Harriscope owns KTWO-TV Casper and KTWX-TV Sheridan, both Wyoming; purchase of KSPR Casper is pending FCC approval. KLFM holds permit for 105.5 mc with 300 w output. It also is a tv film producer-distributor firm.

THE MEN WHO PUT

ACTION

IN A TRANSACTION

The nationwide staff of Blackburn & Company is geared for action—equipped to find a buyer for your station with speed, efficiency, discretion and integrity. For action, consult



NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	SOUTHERN	WEST COAST
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NAB seeking chief imagician

Wanted: Experienced publicist to improve public's image of television. Pays $35,000-$40,000; maybe more if qualifications and performance indicate.

Last Tuesday (Aug. 4) NAB's Television Information Committee, formed to set up the television industry's new nationwide drive to boost the popularity of tv, considered 67 names for the directorship of its upcoming Television Information Office. No decision was reached but the list was cut to 20.

Another TIC meeting is scheduled Aug. 19, but some committee members aren't at all sure a final choice can be made at that time. TIC is talking in terms of a contract with annual pay increases for the director, depending on the person picked and the way he operates.

An immediate and overall program for TIO was adopted last week. Headquarters space in New York has been selected but won't be announced until a lease has been agreed upon and then approved by the NAB Television Board. An operating budget was set up, subject to refinement of details. The TIO target is Oct. 1.

Attending last week's TIC meeting in New York were Clair R. McCollough, Steinman Stations, chairman; Kenneth W. Bilby, NBC; Roger W. Clipp, Triangle Stations; Michael J. Foster, ABC; Lawrence H. Rogers II, WSAZ Inc., Huntington, W.Va.; Charles S. Steinberg, CBS, and C. Wrede Petersmeyer, Corinthian Stations. Willard E. Walbridge, KTRK-TV Houston, and John S. Hayes, Washington Post Broadcast Div., were absent. Participating for NAB were President Harold E. Fellows; Thad H. Brown Jr., tv vice president; Everett E. Revercomb, secretary-treasurer, and John M. Couric, public relations manager.

KABL Music

PROVES *GOOD* MUSIC MAKES GOOD SENSE IN SAN FRANCISCO!

In less than 2 months, KABL Music has captured No. 2 spot for *total* audience in the San Francisco Bay Area*. Less surprising, but just as important from a media buyer's viewpoint, KABL is No. 1† all day in the upper third income group of the entire 7-county Bay Area. All of which substantiates KABL's contention that in cosmopolitan San Francisco, *good* music makes good *sense*.

KABL

Music

*San Francisco June-July Hooper †Pulse Area report for June

NO. 2 IN SAN FRANCISCO

A NEW DIMENSION IN BROADCASTING

Florida fm network boosts Conelrad; future uses many

The stock of the nation's emergency radio air alert system—Conelrad—is going to be a lot rosier in the esteem of the public, broadcasters and advertisers from now on.

What is likely to be the biggest single push toward Conelrad's success since the system was incorporated into the U.S. national defense setup was initiated when a statewide off-the-air fm network was inaugurated in Florida to relay weather information during the coming hurricane season to every am, fm and tv station in the state for rebroadcast to audiences (BROADCASTING, Aug. 3).

On Aug. 1, the Florida Defense Network—consisting of seven fm broadcast stations and one tv station (fm audio transmission only)—began broadcasting two weather broadcasts daily at 8:30 a.m. and 4:30 p.m. from the Miami Weather Bureau office's Hurricane Warning Center. The broadcasts are originated in the Miami bureau by WVCG-FM Coral Gables (Miami) and are picked up by other stations in the fm network and relayed to the rest. All of Florida's some 175 am, fm and tv stations are permitted to pick up the weather broadcasts from one of the eight stations in the relay, these key stations being in strategic points throughout most of Florida.

The Florida Defense Network broadcasts strike a double blow in behalf of Conelrad. At the same time that broadcasters are using Conelrad alarm methods for "peacetime" practice—shaking out the kinks and smoothing their operational techniques into a tried routine which may make a big difference during possible enemy attack—they are performing a useful public service.

The possibilities implicit in the daily weather broadcasts sound almost too good to be true, especially for broadcasters and their advertisers. Here are a few things the use of the fm network relay system means for the future of broadcasting:

• Similar intra-state relay networks composed of key fm stations are being worked out in other states and plans already are in advanced stages for New York, Maryland-District of Columbia, Virginia, Indiana and Illinois. One optimistic report holds that fm networks may be in operation in around 20 states within 60 days.

• The broadcasts may be sponsored, with full FCC blessings. As far as weather broadcasts are concerned, the Weather Bureau does not object to sponsorship if the bureau's sanction is not expressed nor implied on the air. The availability of this useful and sometimes critical information for broadcast on a free and instantaneous basis is not likely to be ignored by broadcasters nor their advertisers.

• There is no restriction of the broadcasts to hurricane, tornado or ordinary weather information. The relay system using fm stations may be used to carry news, agricultural information, farm products prices, stock market quotations, sports returns or any other subject. "Its applications are unlimited," one spokesman said.

• The broadcaster thus adds a new dimension to his public service function by providing information to the public which might not otherwise be available. Through sponsorship, the advertiser has an opportunity to share in the credit.

• Sponsorship gives the broadcaster an opportunity for added revenue and gives some am broadcasters a chance to help recoup money they spent equipping their stations to participate in the Conelrad emergency broadcasting system.

• Through regular daily broadcasts (which incorporate the standard Conelrad operating procedures) the broadcaster learns through daily routine practice to make smooth the functions he will perform and his coordination with other stations and civil defense authorities in case of a real enemy alert.

• Several manufacturers have indicated they are prepared to mass-produce a high-quality am-fm receiver, which will incorporate a special Conelrad alarm device, for as little as $40. Such sets heretofore have cost much more.

• Because of the daily broadcasts of useful public service-type information, plus the promised availability of moderately-priced am-fm receivers with Conelrad alarm devices, the public will be encouraged to protect itself—and a large share of the credit for this will accrue to the broadcaster.

• The availability of good am-fm receivers in the $40 price range carries one meaning the broadcaster can't afford to overlook: increased circulation. This is especially important to fm broadcasters, hampered by poor circulation in some areas because of the lack of fm sets.

• The daily use of the Conelrad procedure for other than occasional Conelrad drills gives fm and tv stations an opportunity they have not had before to identify themselves with Conelrad and its part in national defense. (Fm and tv stations are required to leave the air during some Conelrad practice drills and all actual enemy alerts.)

• Such a method of instantaneous, statewide communication, using an fm network for relaying, removes three big problems that broadcasters face during a statewide or local emergency: (1) the scarcity of land lines created by the heavily increased demand for these facilities during almost any kind of emergency; (2) the freedom of fm transmission from interference such as is caused to am transmission by bad weather or of disruption of land line communications caused by some weather conditions; (3) the sizable expense of using common carrier relay of communications during emergencies of long duration. Says James L. Howe, WIRA Fort Pierce, who is coordinating the network as chairman of the Florida State Advisory Committee: "The $5,000 or so in the Florida Assn. of Broadcasters' treasury wouldn't be enough to carry us through one good hurricane."

(Mr. Howe said FAB tried land line linkups last year with unsatisfactory results, using the facilities of the four radio networks—ABC, CBS, Mutual and NBC—by agreement with them. FAB used the four network lines fanning out of Jacksonville, with stations "patching into" these lines through network co-operation. Because of the regular program traffic on these lines, the times for hurricane broadcasts had to be pre-designated. "That's one weakness of this method," he said.)

• Once such fm networks become

Closed door

A federal mediator in Arizona's construction strike believes that it would be "ill-advised and not consistent with free collective bargaining to open meetings to the public through television."

That is the reply to an offer by KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson to simulcast strike negotiations as a public service. The mediator added: "There are separate meetings 80-90% of the time, the discussions in many of which obviously could not be made public."

YOU MAY NEVER RING A 219-TON BELL*—

BUT... WKZO Radio Makes Big Things Happen For You In Kalamazoo-Battle Creek And Greater Western Michigan!

7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA—MARCH-APRIL 1959

SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	21	11
12 NOON - 6 P.M.	27	22	10
6 P.M. - 12 MIDNIGHT	29	22	10

WKZO Radio rings-in a total audience at least 32% larger than that of any other station serving Kalamazoo-Battle Creek and Greater Western Michigan.

This big lead in popularity holds true all morning, afternoon and evening (Monday-Friday, 6 a.m.-midnight) giving WKZO Radio the No. 1 spot *in 345 of 360 quarter hours surveyed!* (See Pulse, at left.)

Avery-Knodel can give you all the details on WKZO Radio—your "bell ringer" for Kalamazoo-Battle Creek and Greater Western Michigan.

**The Tsar Kolokol, cast in 1733 in Moscow and weighing about 219 tons, is the heaviest bell in the world. It was broken in production and was never rung.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

UNIQUE

FOR

WEATHER REPORTING!

Only Omaha Station with professional meteorologist

WOW-TV

Channel 6 Omaha

call Blair-TV

A MEREDITH STATION

UNIQUE

FOR

FARM NEWS!

The only station in this rich agricultural market with a complete farm department!

WOW-TV

Channel 6 Omaha

call Blair-TV

A MEREDITH STATION

operational across the country they may replace almost entirely the present land lines methods used to reach key stations which warn other stations off the air (except those am stations authorized to operate on 640 kc and 1240 kc) preceding a Conelrad exercise or alert (these fm stations, of course, leaving the air, too, as soon as they have performed this initial forewarning relay mission).

The other stations (besides WCVG-FM) in the Florida relay chain are WINK-TV Fort Myers (fm audio signal only), WFLA-FM Tampa, WHOO-FM Orlando, WRUF-FM Gainsville, WMBR-FM Jacksonville, WNDB-FM Daytona Beach and WQXT-FM Palm Beach. The Florida State Advisory committee which Mr. Howe heads is part of the National Industry Advisory Committee.

In the rush to get the system on the air before the hurricane season, one hitched has developed. WINK-TV (Fort Myers), designated to pick up the broadcasts from WVCG-FM and pass them on to WFLA-FM (Tampa), has only 6 kw audio, not enough to reach the WFLA-FM monitoring set Although WINK-TV expects to increase audio to 25 kw within 30 days, hurricanes don't wait, Mr. Howe pointed out, so a meeting was to be held by engineers in the network relay system last Friday (Aug. 7) to discuss another possibility: WHOO-FM (Orlando) has found it can pick up the WVCG-FM signal and pass it on to WFLA-FM, as well as to others in the chain.

Another trouble spot was WQXT-FM, which was late getting equipment. The network does not extend into northwest Florida because there are no high-powered fm outlets in the Tallahassee area, but it was understood this, too, was to be worked out satisfactorily in the future.

Fm stations in the relay network and all other am, fm and tv stations which rebroadcast the hurricane information are required to have a special fm monitoring receiver, equipped with a Conelrad alarm device, so the broadcaster can be put on notice when the weather broadcasters are to be made. The Conelrad alarm device for fm receivers was designed by Philip Whitney, WINC and WRFL (FM) Winchester, Va. Stations in the fm network are required, of course, to broadcast all the weather information live, but other Florida stations may either rebroadcast the information live or tape it for use as their needs dictate.

Mr. Howe said around 90 of the approximately 175 am, fm and tv stations in Florida have indicated they have their fm monitor sets or will have them by Aug. 15. They cost $150 to $200.

Full State Coverage • Mr. Howe said that when the fm network becomes completely operational there will not be a single am, fm or tv station in Florida which won't be close enough to monitor one of the fm stations in the hookup, except for stations at Key West on the extreme end of the Florida keys, which receive all their communications by microwave.

He noted that while WVCG-FM is the key station of the fm group for the normal broadcasts, any one of the eight stations can originate broadcasts if information on impending hurricanes develops in its area. He said the fm network was created only by hard work, some broadcasters spending as much as $1,000 to equip themselves for the job they will perform. Some of the off-air pickups are being made for distances up to 130 miles, he said, much better than the normal expectation for fm transmission

WVCG-FM activates the alerting system for the daily weather broadcasts by cutting its carrier twice for five seconds, then transmitting a 1,000-cycle tone for 15 seconds. WVCG-FM then announces that the Florida Defense Network will make a weather broadcast from the Miami Weather Bureau within five minutes, giving the time of broadcast, thus warning stations which want to carry the broadcast live or which wish to tape it for use later. All Florida stations are assigned special tactical call signs, other than their call letters, so information may be directed to stations in particular areas through such identification.

Year-Round Service • After the end of the hurricane season (Nov. 15), the daily broadcast will assume the form of news and other information. These, too may be sponsored by advertisers on the receiving station.

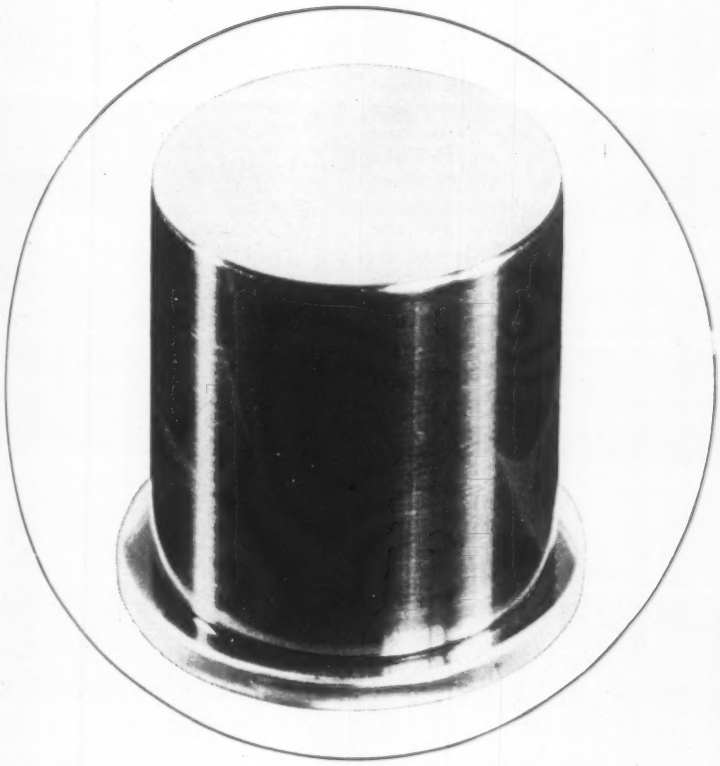
The fm network (before the WINK-TV difficulty) was scheduled to operate like this: one-way from Coral Gables (Miami) to Fort Myers (and two-way between Miami and Palm Beach); one-way from Fort Myers to Tampa; two-way from Tampa to Orlando (and one-way from Tampa to Miami); two-way between Orlando and Gainesville. Orlando and Jacksonville and Orlando and Daytona Beach; two-way communication is to be established later with Tallahassee in northwestern Florida.

Promotion of the sale of combination am-fm Conelrad receivers with alarm devices to the general public through

WNJR

negro radio for metro new york

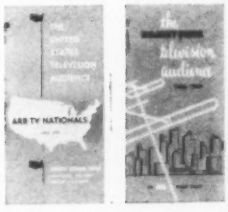
FAMOUS MEASURING INSTRUMENTS: I



This is the national standard of mass for the United States . . . a platinum iridium cylinder known as Prototype Kilogram No. 20. Kept at the United States National Bureau of Standards in Washington, it is an accurate copy of the international standard kept at the International Bureau of Weights and Measures, at Sèvres, France. It is exactly 39 mm in diameter and 39 mm high. The last recomparison with its international prototype in 1948 showed that the United States standard has remained constant within one part in 50 million during approximately 60 years.

Unaided by such precise gauges, the measurements of mass audiences in television is a difficult business. American Research Bureau, pioneer in the field, is nonetheless regarded as the ultimate in precision (within its own strictly defined limits) in measuring this volatile mass, assessing its preferences, and reporting them to ARB clients with Accuracy . . . Reliability . . . Believability.

The standard by which others are judged



The important gauge of television's worth as an advertising medium is the amount and type of audience it can attract and hold. In measuring both dimensions of television's audience, accuracy, reliability and believability are the important criteria.

ARB measures these dimensions . . . by program, by station, by time period . . . both nationally and in every major TV market . . . with the utmost in

Accuracy . . . Reliability . . . Believability

AMERICAN RESEARCH BUREAU, INC.

WASHINGTON ○ NEW YORK ○ CHICAGO
LOS ANGELES

UNIQUE

FOR COMMUNITY SERVICE!

Two-time Peabody Award winner!

WOW-TV

Channel 6 Omaha

call Blair-TV

A MEREDITH STATION

UNIQUE

FOR MOVIES!

Only Omaha station with so many of the Hollywood giants... MGM, Columbia, 20th Century-Fox, R-K-O!

WOW-TV

Channel 6 Omaha

call Blair-TV

A MEREDITH STATION

promotional spot announcements on am, fm and tv stations has been Robert E. Lee, FCC defense commissioner, in a letter to Clure Owen, ABC New York, chairman pro tem of NIAC's Broadcast Services Committee. Comr. Lee suggested this be done in coordination with NIAC's Electronics Industry Committee.

Before the Florida Defense Network went into operation, Comr. Lee notified all state stations they were permitted to pick up the weather broadcasts from the fm key station in their area and suggested fm monitoring receivers suitable for picking up broadcasts.

Comr. Lee also notified all state units of NIAC that the Electronics Industry Committee is expected to submit technical transmission tolerances for the Conelrad alarm signal in the "immediate future." He explained that by standardizing close transmission tolerances and placing the "technical burden" on the transmitter rather than the receiver, mass production of "highly reliable" Conelrad alarm receivers for use by the general public is feasible. Combination am-fm receivers are suggested for this purpose.

Comr. Lee said he feels that through this new use of Conelrad operational technique, "position and importance of the individual radio broadcaster to his community will be enhanced, since he will be the one the general public will eventually rely upon—day or night—in the event of emergency weather or enemy attack. This activity will also increase receiver circulation and further enhance his position."

RENEWAL TIME
Nielsen, tv networks at odds over contract

A dispute over new contract terms for A.C. Nielsen Co.'s television rating service embroiled the three tv networks and the Nielsen company last week.

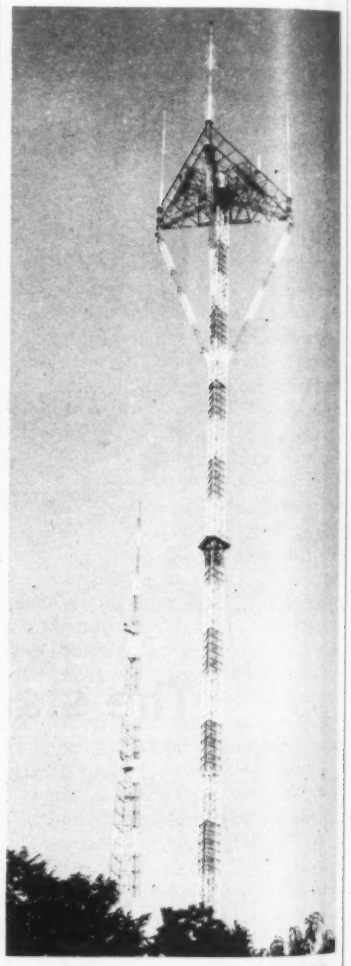
There even appeared to be disagreement over what the dispute was about.

Network authorities charged that Nielsen was trying to get more money for less service. CBS-TV and NBC-TV served cancellation notices. ABC-TV, taking another tack, gave no official notice but appeared equally adamant.

Nielsen sources said discussions were still in progress and expressed confidence that the differences would be settled amicably.

Proposed Changes • Network officials said Nielsen wanted to (1) boost rates for faster service and (2) eliminate the station coverage factors so as to provide straight national audience figures for programs without considering the number of stations carrying each. The latter proposal would hit ABC-TV particularly; it is in fewer principal markets than the other networks and having this fact reflected in the audience reports is important to its sales pitches.

But Nielsen sources told BROADCASTING that coverage factors would not be dropped. Presumably this includes the station line-up counts, for they



Candelabra • This $400,000 tower holding $200,000 worth of antennas went into operation in Baltimore yesterday (Aug. 9).

The gear is jointly used by the city's WBAL-TV, WMAR-TV and WJZ-TV (BROADCASTING, April 27). The 730-ft. tower is expected to increase the stations' coverage by 5,000 square miles.

In addition to the tower-antenna costs, WMAR-TV and WBAL-TV constructed $125,000 worth of transmitter buildings. A further $125,000 was spent for miscellaneous expenses (land, utilities, etc.)

DRAW!

Take a bead on KFMB Radio in San Diego. Because here in the 19th market people are working, playing and buying at breakneck speed and KFMB is their reflection. Friendly voices with wonderful music. Authoritative voices with factual news from CBS, from our own reporters covering a market that relies on us to get the news first and get it right. Intimate voices with variety programming. Overall, a sound that has caught the bounce, verve and life of the San Diego area and has captured its ears as no other radio ever has. It all adds up to the biggest audiences in the better part of Southern California. It's no time to hold your fire in San Diego. Shoot straight at it with KFMB Radio. DRAW NOW!

KFMB RADIO CBS **SAN DIEGO**

REPRESENTED BY EDWARD PETRY & CO., INC.

FAIRMONT FOODS

(ALLEN & REYNOLDS ADVERTISING AGENCY)

In Omaha Now Features

TRADEMARK COPYRIGHTED 1954 BY MICHAEL J. FADELL REGISTERED

on TEN STATIONS in EIGHT STATES

★*Junior Auction* makes sales soar for FAIRMONT FOODS in Buffalo, New York, to Denver, Colorado— from Sioux City, Iowa, to Wichita Falls, Texas—also for potato chips, bottlers, packaged meats, bread, cookies—other food classifications.

★*Junior Auction*—a live half-hour, weekly, television show—in its SIXTH year—copyrighted, registered—telecast in 21 states and Canada. Complete package franchised exclusively for your sponsor.

★*Junior Auction* takes the guess out of advertising . . . by packing a tremendous merchandising wallop that GUARANTEES YOU INCREASED SALES, and a WEEKLY SALES REPORT TO PROVE IT.

★*Junior Auction* mobilizes an army of YOUNGSTER SALESMEN who persuade parents, relatives, friends, neighbors and others to BUY YOUR PRODUCTS . . . so they can save YOUR CAPS, TABS and LABELS . . . and use them like money to come to the Junior Auction show on TV each week to win valuable prizes.

WARNING: Junior Auction, property of Mike Fadell Television Productions. Junior Auction is copyrighted and its property rights clearly established. Violators or infringers held strictly accountable.

Remember: Your competition won't like Junior Auction. YOUR MARKET MAY BE OPEN! *Get the facts today. Contact . . .*

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25 years of Advertising, Merchandising and Selling.

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noted that these are basic coverage factors.

The increased charges proposed by Nielsen, it was reported, consist of 2% for a partial speedup of service this fall and 2% more for further speedup a year later. One network estimate was that ABC-TV's monthly bill would be increased by $1,000 and those of CBS-TV and NBC-TV by about $1,200 each. In addition, it was pointed out, the contracts already provide for a type of "cost-of-living" increase based on gains in television homes and sets.

The cancellation notices served by NBC and CBS and the stand taken by ABC representatives were viewed as evidence that the networks were not fooling in their opposition to Nielsen's plans. But it seemed certain, especially in view of Nielsen's expressed hope of amicable settlement, that no final break-off would occur without further discussions.

• Media reports

• WEAR-TV Pensacola, Fla., has announced it will be the primary affiliate for ABC-TV in the Pensacola and Mobile, Ala., market. This follows action by the FCC last month in granting permission to WEAR-TV to change its transmitter location. Presently located approximately 23 miles from Pensacola and 35 miles from Mobile, Ala., the station's new transmitter site will be 24 miles from Pensacola and 26 miles from Mobile. In granting the move, the Commission waived Sec. 3.610(b) of the rules (station separation requirements). WEAR-TV was also given permission to increase its antenna height from 613 to 1,210 ft.

• WHYZ-TV (ch. 10) Duluth, Minn., joins ABC-TV as a primary affiliate when the new station begins broadcasting in September. Ashley Robeson is general manager of WHYZ-TV.

• WCTV (TV) (ch. 6) Thomasville, Ga.-Tallahassee, Fla. will join CBS-TV as a primary interconnected affiliate, starting Sept. 20, according to CBS-TV. The station is owned and operated by John H. Phipps. L. Herschel Graves is general manager.

• John Blair Cos., covering John Blair & Co. (radio stations), Blair-TV (major market tv stations) and Blair Television Assoc. (other tv outlets), has moved to new offices at 717 Fifth Ave., New York 22, N.Y., effective today (Aug. 10). Telephone number for the three companies is Plaza 2-0400.

• WLS Chicago announces purchase of a new General Electric 50 kw high fidelity transmitter for installation early this fall. Designed for remote control operation, it will replace the present transmitter installed at WLS' Tinley Park site in 1938.

• Preparing for Nov. 15-21, chosen as National Television Week, the NAB has announced that "Television—In Focus with Modern America" is the theme, which ties in with NAB's new promotional film "In Focus," available this month for sale or rental to members for use both on or off the air. Television Bureau of Advertising is NAB's co-sponsor for Television Week.

• Rep appointments

• KSAN San Francisco appoints Bob Dore Assoc. for New York and Chicago.

• KCSJ-TV Pueblo, Colo., appoints The Meeker Co., N.Y.

• WSAI Cincinnati and WALT Tampa-St. Petersburg name Gill-Perna Inc., N.Y.

• WNDU-AM-TV South Bend, Ind., appoint Venard, Rintoul & McConnell.

• KRDO-AM-TV Colorado Springs, Colo., are now represented by the Branham Co.

• WDOD Chattanooga, Tenn., names Jack Masla & Co.

• The Speidel stations (WOIC Columbia, WPAL Charleston, WYNN Florence and WWBD Bamberg, all South Carolina) appoint Bob Dore Assoc.

• WAFM Miami names Good Music Broadcasters Inc.

• WHIM Providence appoints Peters, Griffin, Woodward Inc.

• KLOQ Yakima, Wash., to Jack Masla & Co. for sales throughout the U.S. except West Coast.

• WSAI-AM-FM Cincinnati appoint Gill-Perna Inc., N.Y.

• WCHS - AM - TV Charleston and WPLH Huntington, both West Virginia, appoint Peters, Griffin, Woodward Inc., N.Y.

• WICC Bridgeport, Conn., names Kettell-Carter Inc., Boston, as exclusive New England representative.

WNJR
negro radio for metro **new york**

HOUSE ONE UP IN QUIZ PROBE RACE

Harris beats Magnuson to jury notes for Hill investigation

Rep. Oren Harris (D-Ark.) is leading Sen. Warren Magnuson (D-Wash.) by a furlong in their "race" to investigate the New York tv quiz scandal. Both entries showed bursts of speed in last week's jockeying.

• Rep. Harris, on behalf of his House Legislative Oversight Subcommittee, secured court permission to examine the minutes of the nine-month New York grand jury investigation of charges that tv quiz contestants had been coached on the expected answers (BROADCASTING, Aug. 3). Two Oversight staffers were to be in New York today (Aug. 10) to take their first look at the secret testimony.

• Sen. Magnuson, for the Senate Commerce Committee he heads, sent communications expert Nick Zapple to New York today with an affidavit asking for the same information that had been turned over to Rep. Harris' investigators. The request is to be acted upon by Thursday.

In Washington, both committees were speaking of "co-operation" and a "joint effort" in their avowed plans to expose any fraud to the public. Both said they had started individual investigations last November, but withheld further action because of the then pending grand jury sessions.

Both committees claimed to have enough information to proceed without the help of the grand jury, but such information was being kept tightly guarded. "We have twice as much evidence as they do over there," one committee avowed although the separate action of both 10 days ago was an admitted surprise to each chairman.

Rep. Harris presented an affidavit July 31 to the New York General Sessions Court seeking permission to inspect the grand jury testimony of over 200 witnesses. Judge Mitchell D. Schweitzer returned from his vacation to grant the congressman's request last Tuesday (Aug. 4).

Urgency Detected • Judge Schweitzer said he had detected a note of "urgency" in the subcommittee's supporting affidavit requesting the minutes and found no conflict between the motion and the grand jury's application.

The ruling on the minutes has no effect, however, on the question of whether the grand jury's report should be made public. Judge Schweitzer has not completed study of all the briefs involved in the presentment. He said it would be mid-September before he would be able to rule on the question of releasing the grand jury report.

The judge, on June 10, ordered the jury report impounded and sealed. He held that the report, from its appearance, ought to be expunged but withheld final determination to permit argument on the question and has accepted briefs since then from a number of bar associations, civic groups and private interests.

Double Jeopardy • The same day that Rep. Harris announced his committee would seek the grand jury minutes, Sen. Magnuson released a letter he had written to New York District Attorney Frank Hogan asking what course of action to take to gain access to the grand jury findings. Acting District Attorney David S. Worgan replied last week, in Mr. Hogan's absence, that an application would have to be made to Judge Schweitzer.

Hence, Mr. Zapple journeys to New York today with the Senate affidavit, signed by Sen. Magnuson. Sen. Magnuson said his committee has received information with regard to the conduct of certain television quiz programs which "provides a substantial basis for the suspicion that, in many cases, selected contestants on these shows were given answers to questions and 'coached' prior to their appearance before the television cameras."

If this is true, the affidavit continued, it would mean that a large segment of the American public has been "fraudulently induced to watch these programs. . . ." He pointed out, in an affidavit very similar to the one filed by Rep. Harris, that such suspected practices are within the jurisdiction of the FCC and Federal Trade Commission, both under the aegis of his committee.

Neither Sen. Magnuson or Rep. Harris gave any indication when their respective committees would schedule public hearings into the tv programming charges. However, indicative of the House committee's statement it has information of fraud is the fact it has specified testimony of particular witnesses to be furnished. Court stenographers were working overtime last week to prepare the pertinent statements and Oversight attorneys Richard Goodwin and Charles Howze plan to be in New York today for a personal inspection of testimony.

Legality Valid • Because of his ruling in favor of the House committee, Judge Schweitzer also is expected to grant the same favor to the Senate body. "The affidavit in support of the application [of the Oversight Subcommittee] clearly established this subcommittee's right to investigate any alleged irregularities in the conduct of tv quiz programs," the judge said.

"There is a clear showing," he continued, "that the committee seeks the inspection to facilitate the holding of its own hearings and the making of its own independent findings with a view toward the reporting and recommending to the Congress of the United States corrective legislation or administrative measures which may be needed in the public interest."

The New York district attorney's office estimated that it would take from 6-8 weeks to transcribe all of the minutes of the grand jury, taken in 59 sessions over nine months. However, since Rep. Harris specified certain passages his subcommittee wanted, a portion of the material was made ready for Messrs. Goodman and Howze's study today.

Both committees said they had petitioned for the minutes of the grand jury because the report had recommended the findings be turned over to appropriate congressional bodies—specifically naming the Oversight Subcommittee. Also, the report does not name names which are available to the committees in the testimony.

Rep. Harris' committee met briefly last Wednesday to discuss the future of the tv quiz investigation, but no final decisions were made. Another meeting is scheduled for today.

Hire a hall

One of the largest consolidated hearings in the history of the FCC was announced last week. The Commission set 59 applications for a single hearing. They are for new stations and for increases in power by existing stations involving the interlinking interference problems on 1220 kc and 1250 kc.

Made parties to the hearing are 64 other existing stations.

MAGNUSON GROUP CLEARS DECK

Seven FCC bills reported favorably

The Senate Commerce Committee last Wednesday (Aug. 5) favorably reported seven bills amending the Communications Act. All seven were introduced by Sen. Warren Magnuson (D-Wash.), six at the request of the FCC and the seventh proposed by the Federal Commnications Bar Assn.

The bills and what they would accomplish:

S 1734 prohibits off-the-record contacts by any person with commissioners and staff in any case of adjudication (present statute limits only those persons participating in case).

S 1735 repeals the authority of commissioners to accept honorariums.

S 1736 eliminates the requirement that certain applications and documents filed at FCC be given under oath.

S 1737 gives FCC the authority to impose fines in common carrier safety and special service fields.

S 1738 gives the Commission more liberal use of its review staff.

S 1740 authorizes FCC to regulate charges made by common carriers for the use of microwave and other point-to-point circuits (present authority is limited to wires).

S 1898 (FCBA proposal) amends the law's protest provision to provide for a pre-grant hearing procedure in uncontested cases and requires FCC to act on petitions for rehearings within 30 days.

The Communications Subcommittee held hearings on all seven bills two months ago (BROADCASTING, June 15) and approved the proposals a day ahead of the full committee's action. There was no indication when the bills would be brought up for consideration on the Senate floor.

SPORT BILL SCORE
House interested in blackout question

Radio-tv aspects of six pending bills exempting professional team sports from antitrust legislation will be the subject of hearings during the current session of Congress by the House Judiciary Antitrust Subcommittee, Chairman Emanuel Celler (D-N.Y.) announced Friday (Aug. 7).

Five of the bills authorize a radio-tv blackout of major league baseball within 75 miles of the home town of a major league team on the day that team plays at home. The sixth measure, HR 2266, introduced by Rep. Basil Whitener (D-N.C.), gives club owners a free hand to restrict all radio-tv broadcasts.

Rep. Celler, who introduced his own sports bill during the last (85th) Congress, was a bitter opponent of a measure that finally passed the House. He publicly struck out against the sports lobby which, he said, descended on Washington "like locusts" (BROADCASTING, July 21, 1958). The New York Democrat's bill would have exempted from the antitrust laws those phases of professional team sports which are "reasonably necessary," not including broadcasting.

The Senate Judiciary Antitrust Subcommittee has just completed a four-day hearing on similar bills pending in that body (BROADCASTING, Aug. 3). The radio-tv provisions played a minor role in those hearings, however, while broadcasting will be the major point of discussion during Rep. Cellers sessions. Because of the House subcommittee's schedule, the hearings probably will not be held before late this month. With Congress shooting for an early September adjournment, this means there is little chance of any bill becoming law this session.

The Dept. of Justice last week reiterated its 1958 stand against pending congressional bills which would permit professional team sports to blackout radio-tv broadcasts. Justice feels "that no legislation is necessary because present law provides adequate safeguards for consideration of organized sports' legitimate interest," Deputy Attorney General Lawrence E. Walsh stated in a letter to Sen. Estes Kefauver (D-Tenn.), chairman of the Senate Judiciary Antitrust Subcommittee.

The Justice comments were submitted for the hearing record of Sen. Kefauver's committee.

Mr. Walsh said that Justice testimony during similar hearings a year ago (BROADCASTING, July 21, 1958) fully explains the department's opposition to antitrust exemptions for sports broadcasts and still are valid. At that time, Justice prepared a map showing that 90% of the U.S. population could be excluded from major league baseball telecasts if the broadcast exemptions become law.

Senate passes bill to keep FCC members

The Senate has passed and sent to the House a bill (S 1965) which would retain in office members of the FCC whose terms have expired until a successor is approved by the Senate. The bill was introduced by Sen. Warren

"Me an' J.K.

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WJAR-TV

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Magnuson (D-Wash.), chairman of the Senate Commerce Committee, and also applies to the Federal Power Commission. Most other regulatory agencies already have a similar provision.

In floor discussion of S 1965, Sen. Magnuson said that a clause giving the President the power to remove commissioners for inefficiency, malfeasance or neglect of duty was deleted because his committee wants to hold hearings on the subject. Sen. John Carroll (D-Colo.) said his Administrative Practices & Procedures Subcommittee also may take up the same subject. Sen. Carroll said the President should have such power of removal.

House equal time bill reported to the floor

The House version (HR 7985) of an amendment to Sec. 315 of the Communications Act, designed to reverse the FCC's Lar Daly newscast decision, was reported to the House floor last Thursday (Aug. 6). It had been approved two weeks earlier by the Commerce Committee (BROADCASTING, July 27).

HR 7985, introduced by Commerce Chairman Oren Harris (D-Ark.) but now bearing language proposed by Rep. John Moss (D-Calif.), exempts "bona fide" newscasts, news interviews, conventions and on-the-spot coverage of news from political equal time provisions. It also contains a highly-restrictive clause, however, specifying that a candidate's appearance must be "incidential" to the news before equal time would not be required.

This phrase, it was pointed out, would retain under Sec. 315 such interview shows as *Face the Nation* and *Meet the Press* because an appearance on these programs by a candidate for public office in most instances would not be "incidental" to the program.

In an accompanying report, the committee was highly critical of the FCC's ruling that Lar Daly was entitled to equal time after his opponents for mayor of Chicago had appeared in regularly-scheduled newscasts. However, the report said, the principal of Sec. 315 is sound. "Therefore, in the opinion of this committee, an outright repeal of Sec. 315 would not be in the public interest."

Exemptions Trimmed • As originally drafted by Rep. Harris, HR 7985 also exempted panel discussions and news documentaries. These terms were deleted, the report stated, because such shows are hard to define "and without proper definition they might permit an unnecessarily broad exemption from the equal time requirement . . ."

In separate views submitted with the report, Rep. Peter F. Mack Jr. (D-Ill.) and Robert W. Hemphill (D-S.C.) said they agreed with the objectives of HR 7985 but that it does not "provide an adequate remedy for the situation dealt with in the Lar Daly case."

In order to provide such a remedy, they said, the legislation should define a legally-qualified candidate. Also, the dissenters felt, any application of Sec. 315 should be limited to 45 days preceding primary and secondary elections and state conventions and 90 days preceding general elections.

The bill now goes to the House Rules Committee, which must act before it can be placed on the House Calendar. Rep. Howard Smith (D-Va.) has given no indication when a rule will be given. Rep. Harris said the bill will not be "pushed" but will be allowed to go through normal channels.

Also now pending before the House Commerce Committee is a Senate-passed Sec. 315 amendment, S 2424. In addition to exemptions contained in HR 7985, S 2424 specifies that equal time shall not be applied to news documentaries and also does not contain the "incidential" clause (BROADCASTING, Aug. 3).

Sec. 315 in action — again

Another Sec. 315 (equal time) incident cropped up last Thursday (Aug. 6). Mutual Broadcasting System yanked a prospective interviewee off its *The World Today* program after a rival political candidate said he would demand equal time if the interviewee appeared. The post for which they are competing: Democratic district leader in New York's Manhattan Tenth Assembly District, Part A.

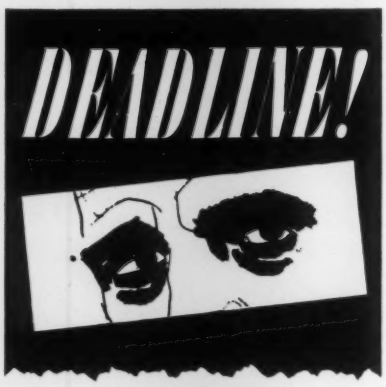
The network was preparing to interview Thomas Garrity, who had just returned from the Vienna youth festival, on how the anti-communist group he represented had tried to keep control of the festival out of the hands of pro-red elements. It developed that Mr. Garrity was also a candidate for the city political post, and (somehow) his opponent, John Harrington, got wind of the upcoming broadcast and telegraphed his warning to WOR New York, Mutual affiliate.

MBS producer Norman Baer went on the air with an explanation of why Mr. Garrity would not be appearing, citing the equal time provision and apologizing that "we cannot tell the inside story of what happened at the Vienna youth festival."

DuMont raps critics

Allen B. duMont Labs, one of four applicants in the Boston ch. 5 case, last week filed comments replying to charges against duMont in briefs and proposed findings made by parties in the case late last month (BROADCASTING, July 27). DuMont asked Special Examiner Horace Stern to find duMont not guilty of any impropriety during adjudication before the FCC's April 1957 award of ch. 5 to WHDH Boston.

DuMont said WHDH made a "vicious, wholly unjustified and scurrilous attack" on duMont counsel William A. Roberts and that WHDH offered proposed findings "unsupported by the facts." DuMont said the record indicates only one meeting between Dr. Allen B. duMont and former FCC Chairman George McConnaughey, not "two or three" as claimed by Greater Boston Tv Corp., another applicant.



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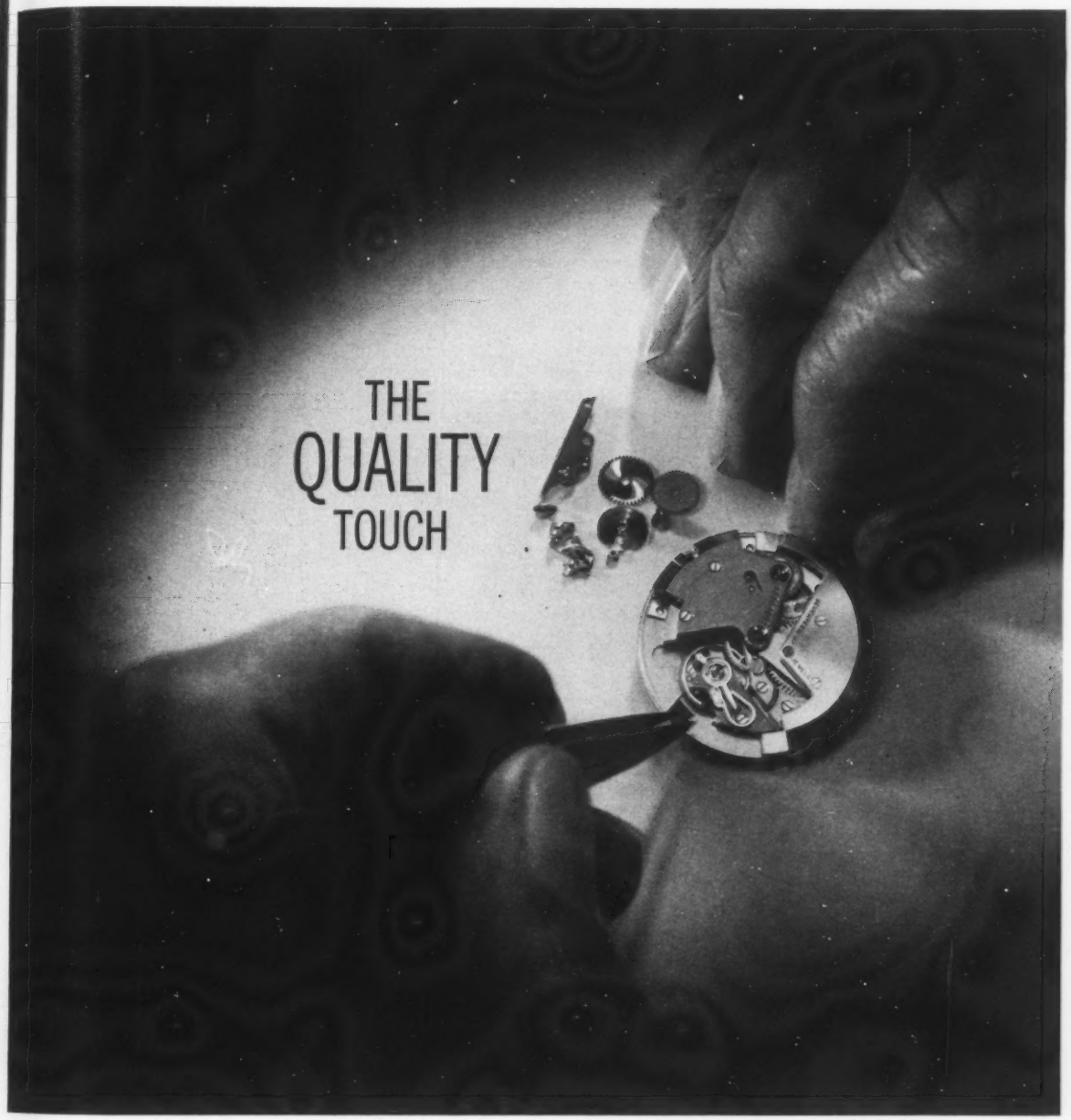

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MORE HIT OPTION TIME CHANGE

Networks, stations oppose FCC proposal

The FCC's proposed rulemaking to reduce option time from 3 hour per segment of the broadcast day to 2½ hours met stubborn opposition last week in comments filed by CBS-TV, CBS Radio, NBC, Mutual, and NBC affiliates committee, Westinghouse Broadcasting Co. and three individual tv stations.

In other comments independent KTTV (TV) Los Angeles attacked the proposed option time reductions, saying any option time at all is illegal. National Telefilm Associates said option time is all right, but wants stations to give only 2½ hours to one program source (its affiliated network), giving the other half-hour to other program sources (e.g., film distributors).

The comments were filed on the Monday deadline set by the FCC. Other comments were filed the previous week (BROADCASTING, Aug. 3). Last week's comments:

CBS-TV said reduction of option time might have the effect of reducing by one-sixth the amount of program time networks can assure advertisers for a nationwide lineup. It may also increase to the same extent the amount of program time threatened by "checkerboarding" and "erosion," the network said.

The possible consequences to networks inherent in the FCC proposal for straddle programs are that such programs will increase, having the same consequences as reduction in option time, CBS-TV said. More and more, the network said, program producers find a half-hour is too short for the type of program they want to develop or present. This will weaken or impair the value to networks of their affiliation contracts and thus undermine the network-affiliate relationship, CBS-TV said.

Says Changes Not Needed • CBS Radio commented that it would be "most inopportune" to consider network option time rules for radio networks because of changing patterns and constant evolution and especially because no showing can be made of a need for new rules.

NBC said option time enables tv to provide a service in the public interest and benefits the medium by fostering effective competition with other national advertising media; NBC said a reduction of option time conflicts with the FCC's finding it is necessary. The proposal is not supported by the hearing record, NBC said.

The network called the FCC proposal on straddle programs "ill-conceived," and said it would be administratively unwieldy for stations, networks and the FCC. NBC suggested the FCC require instead that a network's option time not extend to straddle programs.

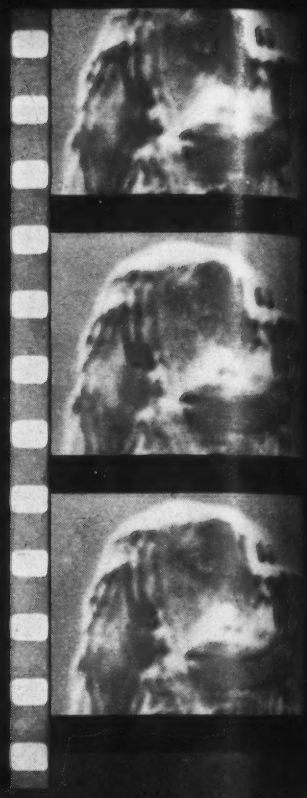
NBC saw no necessity nor desirability for the proposed modification of the notice period, but didn't oppose it. It felt the proposed rule on affiliate rejection of network programs it previously had accepted could lend itself to abuse and thus be against the public interest. If such a rule is adopted, the FCC should make sure it applies only when there is a substantial basis for such application, NBC said.

Radio-Tv Differences • Mutual said it is "inadvisable" to change the FCC's present rules on option time for radio networking (1) on the basis of the hearing on tv option time and (2) on the "erroneous" assumption that radio and tv problems are identical. There has been no study of radio comparable to that made of tv by the FCC Barrow staff and others, Mutual said.

The NBC affiliates committee balked at the FCC's proposal to reduce option time and opposed changes suggested on length of notice. It supported clarifying the position of straddle programs and other FCC proposals involving the right of licensees to reject unsatisfactory or unsuitable programs and to substitute local programs for network programs. The committee recommended a simpler version of the straddle proposal. It would simply prohibit scheduling of any program which would straddle option and non-option time.

Westinghouse Broadcasting Co. said there should be no changes in the present network-station relationship unless a need for change is established—that program sources other than networks should first demonstrate over a long period that they can produce the volume and mixture of programming necessary for the public interest. Option time is a vehicle of commerce—not programming—and helps the advertiser reach the audience he desires and assures financial support for programming, WBC said.

Rivers Opposition • James M. Rivers, president of WCSC-AM-TV Charleston, S.C. urged "strongly" that FCC leave network option rules as they are. He said no business can go to a prospective client and say, "I think I can deliver Charleston, S.C." He must be able to tell the client, "we can deliver . . . " Mr. Rivers said, that at no time has CBS used more than the normal amount of persuasion which



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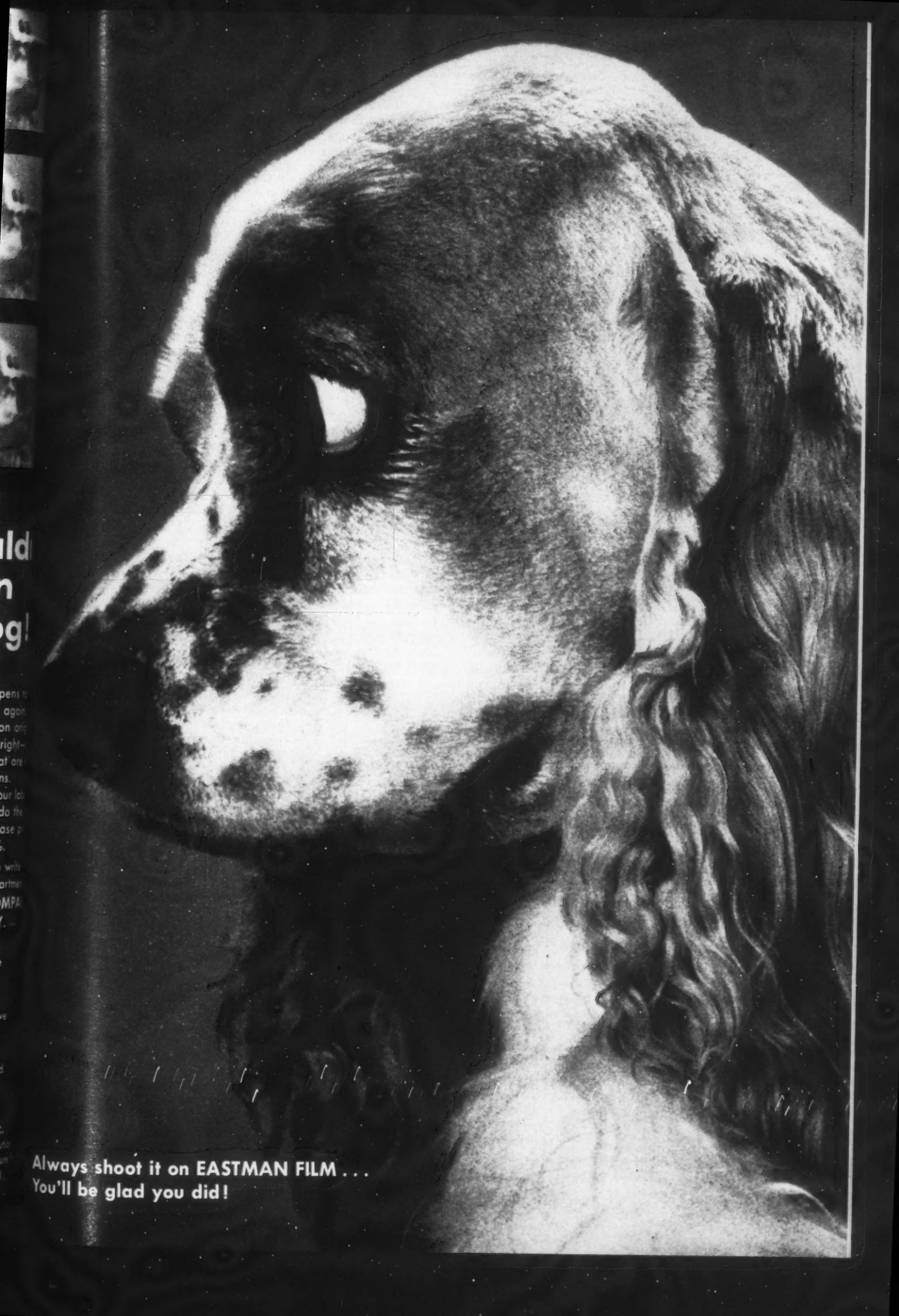
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WCSC-TV uses in day-to-day relations with its advertisers.

WBEN-AM-FM-TV Buffalo said network service can't be provided if networks don't have the opportunity to present programs to a "sufficient number" of stations and that reduction of option time is "a drastic step" in the direction of restricting, rather than improving, television for the viewer, the tv station and the network.

KRON-TV San Francisco said reduction of option time would impair the network's efficiency and effectiveness; that the station always has been able to resolve its differences with its network by negotiations during its 10 years as an affiliate. KRON-TV said none of the other proposed rule changes are needed except for extension of the notice period for exercise of a network's option.

Concept Held Illegal • A full-fledged attack on FCC proposals to change option time was made by KTTV (TV) Los Angeles, which said the whole concept of option time is illegal. KTTV quoted the Justice Dept.'s advice that option time runs afoul of the Sherman Antitrust Act and concluded the FCC has no right to take a different view. KTTV called on the FCC to outlaw option time entirely.

National Telefilm Associates asked that stations be allowed to continue to option three hours per broadcast segment, but be prohibited from optioning more than 2½ hours of this to "any one program source." NTA said it believes option time is necessary, but it is "common knowledge" that program sources other than networks do not have access to prime time.

Injunction off FCC; Microwave filed wrong

Right church, wrong pew. This is what U.S. Court of Appeals for Ninth Circuit told Montana Microwave last week when it dismissed an appeal and dissolved a temporary restraining order against the FCC (BROADCASTING, July 13).

The court in San Francisco granted an FCC motion to dismiss the appeal on the ground that Montana Microwave should have filed in the District of Columbia circuit.

Montana Microwave has been relaying Spokane, Wash., tv signals to a community tv system in Helena, Mont. KXLJ-TV Helena protested the FCC's approval for the microwave company to feed the Helena catv system. The Commission granted the protest and told Montana Microwave to cease the service. The Ninth Circuit Court last month granted the temporary restraining order and set argument for Aug. 4 on whether to make it permanent. The action last week followed.

The whole issue of whether the FCC should permit privately owned common carrier microwave systems to feed tv signals to catv operations was argued before the Commission *en banc* late last month (AT DEADLINE, July 27). A decision has not yet been rendered.

Ed Craney, principal owner of KXLJ-TV, announced that the ch. 12 outlet would resume broadcasting immediately after Montana Microwave ceased bringing Spokane tv into Helena. This was scheduled to take place toward the end of the week. KXLJ-TV went dark when Montana Microwave began bringing in the Spokane signals.

Inside line

Sen. Prescott Bush (R-Conn.) has proposed that Russia be permitted to operate radio-tv stations in the U.S. in exchange for the same privilege in Russia. He said both countries then could present the true story of culture, progress and philosophy. "How much better and more effective this would be than the current arms race," he said.

Economic issue added to New Mexico tv case

The economic injury issue was put into the hard fought Santa Fe-Albuquerque tv case last week by the FCC. The Commission ordered that one of the issues in the protest by KOAT-TV Albuquerque against the move of KVIT (TV) Santa Fe to Sandia Crest be "whether the Albuquerque market is capable of supporting a fourth television service as proposed."

KVIT, holding a permit for ch. 2, asked to move its transmitter site from three miles northwest of Santa Fe to Sandia Crest, 43 miles southwest of Santa Fe and 14 miles northeast of Albuquerque. This is where all three Albuquerque stations are located. The Commission granted this request in December 1957. KOAT-TV protested on economic grounds, and on May 7, 1958, after oral argument, the FCC denied the protest on the ground that it could not look into the economics of broadcasting. Later that year the Commission's attitude on economic injury was set aside by the U.S. Court of Appeals in Washington in another case. KOAT-TV renewed its request, and the Commission's action last week resulted.

WORLD RADIO TALKS READY

Stiff agenda for Geneva spectrum experts

For the first time in 10 years, the nations of the world (with a few exceptions) are gathering to take a good look and perhaps make some grabs at the radio spectrum.

The meeting, which begins Aug. 17 in Geneva, Switzerland, is the International Radio Conference. More than 80 nations, members of the International Telecommunications Union (a United Nations organization) will have delegates in attendance. The last such conference was in 1947 in Atlantic City.

The conference is expected to cover the entire spectrum, with special attention to shortwave broadcasting and communications in air and sea navigation.

Timely Topics • Other significant subjects are expected to be space communications and radio astronomy.

As to broadcasting, here is what FCC Comr. T.A.M. Craven, chairman of the U.S. delegation to this administrative conference, said the other day:

"I don't expect any changes in am, fm or tv broadcasting in Region II. Maybe there will be some changes in broadcast auxiliary services."

Region II is the western hemisphere. Europe, Africa and northern Asia make up Region I, and Southeastern Asia and the South Pacific, Region III.

The broadcast auxiliary services, which occupy small areas over the entire spectrum beginning right above 1600 kc, include such services as remote pickup, studio-transmitter links, and intercity relays.

Forty-Year Record • Comr. Craven, who has attended international conferences since 1919, will be attending his first international meeting as an official U.S. representative in 10 years.

As a Navy lieutenant, Mr. Craven attended the military conference of the Allied Powers following World War I. Almost yearly after that he was involved in international affairs, first as a Navy representative, later as an FCC staff official and commissioner.

Mr. Craven foresees the *status quo* in international radio allocations, but he warns it will be a difficult and touchy thing.

"It must be remembered," he said recently, "that the United States is one of the 'have' nations. Many of the so-called 'neutral' nations—who are not associated with either the West or the Iron Curtain countries—have increasing requirements for the use of radio frequencies, both for domestic and international communications. The Iron Curtain countries have their own requirements, as well as methods of procedure which are not in accord with our objectives."

Tough Negotiators • He cautioned that "among the foreign delegations are some of the world's foremost scientists and communication experts."

And, he added, "they are not without political expertise."

There's one other aspect to the Geneva conference that makes Comr. Craven thoughtful when the subject is brought up. This is the inherent inconsistency between the nature of radio waves and the political realities of the Cold War.

Radio waves are no respecters of national boundaries, national sovereignty or whether or not a nation is red, pink, or chartreuse. On the other hand, there is no gainsaying the political position of the western nations which does not recognize Red China, North Korea, North Vietnam, and Hungary.

Not in the Club • None of these is a member of the UN or of the ITU. Therefore the U.S. position is that they cannot be allowed to participate. It is

THE NUMBER 1 NEWS STORY IN DENVER

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So, with 6 of the top 10 and a *tie* for most homes reached . . . **how can you cover the Denver Market without KBTV?**

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President

JOE HEROLD
Station Mgr.

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IN YOUR
SALES PROGRAM
BY
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RICH
MIDDLE GEORGIA
MARKET

....RETAIL SALES UP 8½% IN 1958
....RETAIL SALES FOR FIRST QUARTER 1959 UP 3½%

THEY'RE SPENDING
MORE
NOW
IN MIDDLE GEORGIA
THE MARKET COVERED
ONLY BY WMAZ-TV
SEE YOUR AVERY-KNODEL
MAN TODAY

CH. 13
MACON, GEORGIA
WMAZ-TV

★ 3,513 BABIES BORN
IN MACON LAST YEAR

sure, however, that Soviet Russia will try to get them into the meeting.

There is another Cold War item that is bound to arise. This is the Soviet practice of jamming Western broadcasts to the U.S.S.R. and satellite countries. One of the principal objectives of the 1959 conference is a larger and more efficient use of the short waves (4-25 mc) for international broadcasting. But if the Russians continue to jam the short waves, no amount of technical progress to make shortwave broadcasting more effective will do much good.

The use of shortwave frequencies for transoceanic communications is another subject that is bound to get a full-scale airing in Geneva. Today, overseas radio links are used not only for messages and voice communications, but for the newer techniques of data processing and the relaying of telecomputer complexes.

Hanging overhead in the transoceanic communications field is the coming of space communications—the use of orbiting satellites as overseas radio relays. This involves space in the spectrum—from 1,000 mc all the way up to 10,000 mc.

Navigation Needs • One of the most important subjects to be considered at the conference is the increased use of radio for navigation—both in air traffic and seaborne vessels. This will involve large areas of the spectrum.

Space communications to satellites and between satellites is another knotty problem for the Geneva conferees. There's no question that such assignments must be made, but where? And how much?

Another prospective problem is the relatively new science of radio astronomy. This is the technique of listening, via radio, to the "music of the stars." Astronomers have asked that an international protection belt in the radio spectrum be provided to insure the elimination of interference to the frequencies they use in listening to the voices from the firmament.

Although Comr. Craven is convinced there will be no attack on the present position of broadcasting services, he cannot be certain. This is because not all of the official proposals have been submitted. The U.S. position has been set. So have many others. But some of the most important countries have yet to submit their final, official positions. These include the U.S.S.R., Great Britain and India.

Standard Band Switch • There was submitted one proposal touching on the am broadcast band. This was from Sweden. It suggested that a study be made of the advisability of changing the standard broadcast band from its present 535-1605 kc range to 415-1495 kc. This is, it is understood, to open up the

COMR. CRAVEN
Working on the world spectrum

1500 kc area for marine service. The proposal is not new; it was discussed, even by the FCC, back in the 1938 ship power hearings.

Comr. Craven left Aug. 1. He hopes that the conference will end Dec. 17 on schedule. He is leading a group that numbers almost 100 persons—35 full-time government delegates, 25 full-time industry advisors, as well as part-time government and industry consultants. Also included is an 8-man secretariat.

After the working conference nails down its proposals, a Plenipotentiary Conference is scheduled, also in Geneva. This is the diplomatic portion of the International Radio Conference. FCC Comr. Rosel H. Hyde, another old hand at international radio meetings, will attend this one as vice chairman of the American delegation.

Chairman of the U.S. Delegation to the Plenipotentiary Conference is Francis Colt de Wolf, chief of the Telecommunications Div. of the State Dept.

Senate move to defer radio treaty action

A special five-man subcommittee of the Senate Foreign Relations Committee last week decided to withhold action on the North American Regional Broadcast Agreement and the Mexican treaty until next January.

The subcommittee, headed by Rep. Wayne Morse (D-Ore.), plans to submit a report on the two international broadcasting treaties to the full committee, probably this week. One of the principal reservations considered by the committee concerned a possible change in the Mexican treaty permitting longer winter hours for daytime sta-

tions. The report will give government and industry representatives time to study the proposals, Sen. Morse said, with further hearings to be held the first of next year.

The two treaties guarantee that one country will not interfere with the internal broadcasts of another country's stations. Parties to NARBA, which has been awaiting Senate ratification since November 1950, are the U.S., Canada, Cuba, Dominican Republic, Bahama Islands and Jamaica. The treaty with Mexico was signed in January 1957 and Comr. Rosel Hyde, chief U.S. architect of both agreements, told the Morse subcommittee that Mexico stood ready to ratify if the Senate should take favorable action.

A one-day hearing was held last month with all but two of over a dozen witnesses favoring Senate ratification of the treaties (BROADCASTING, July 13). In addition to Sen. Morse, other members of the subcommittee include Sens. Frank Carlson (R-Kan.), Frank Church (D-Idaho), Frank Lausche (D-Ohio) and George Aiken (R-Vt.).

CATV AND THE LAW
FCC asks Congress to take note of them

Because community tv systems smack of both common carrier and broadcast activities, maybe Congress ought to set up a new section of the Communications Act to take care of this type of auxiliary service.

This was the suggestion of the FCC last week in commenting on points raised during the Senate Commerce communications subcommittee hearings last month on boosters, repeaters and catv systems (BROADCASTING, July 20, 13, 6).

Tossing the basic question to Congress (the FCC already has taken the stand that it does not want authority to regulate catv operations), the Commission bluntly told the committee that "if the Congress intends that a preference should be given to local tv stations as against all catv and broadcast repeater facilities, this requirement should be specifically set forth in the statute in clear and unequivocal language."

The FCC has maintained that it should not and cannot take into account the impact of cable companies on local tv station operation since broadcasting by law operates in a free, competitive, enterprise area. The attack on catv operators has been led by a group of western broadcasters who claim that the wired cable service is unfair competition and brings in a variety of distant tv signals which it sells to its subscribers, thus severely cutting into the local station's off-the-air audience.

In discussing the points raised during the July hearings—and the questions put to it by Sen. John O. Pastore (D-R.I.), chairman of the communications subcommittee—the FCC made these points:

- Community systems should be forced to receive permission from the stations whose signals they pick up and feed to their customers. Fear that stations might conspire to withhold permission or charge unreasonable fees can be dealt with on complaint since such practices might be considered inimical to the public interest. This is the only fair thing to do since the requirement for permission applies to all broadcast stations, including repeaters, boosters and translators.
- Congress should lay down "in the most precise terms" the criteria by which the Commission should license catv operations. It pointed out that putting cable companies under FCC jurisdiction would call for increased personnel and appropriations. Because many sections of the broadcasting provisions of the Communications Act (Title III) do not apply to such a service as the antenna companies and in fact might complicate matters, Congress should specify exactly what sections of Title III it feels should apply to catv operations.
- Congress should specifically include in legislation concerning cable companies the express judgment that no portion of the common carrier sections of the Communications Act (Title II) should apply, particularly those common carrier provisions referring to rate regulation, bookkeeping and other public utility concepts.
- No legislation should intermix privately owned common carrier microwave relays with broadcast activities. This seems to be inherent in S-2303 (submitted by Sen. A. S. Mike Monroney [D-Okla.]), and in S-1886 (filed by Sen. Frank E. Moss [D-Utah]), the FCC fears. It was at this point that the Commission suggested that perhaps a complete new section of the Communications Act to take care of catv systems might be appropriate.

In other comments concerning vhf boosters and on-channel repeaters the Commission maintained its position that it should have jurisdiction but asked

WNJR
negro radio for metro new york

NOTICE

TO THE MOST TALENTED RADIO MEN AND WOMEN IN NORTH AMERICA TODAY!

WHAT WE WANT:

The cream of the crop—the most imaginative, the most creative, the *best* people in every aspect of the radio field.

WHY WE WANT IT:

To establish — in Canada's largest and most colorful city —the finest radio station in North America. To set a completely new standard of broadcasting creativity.

WHAT'S THE DEAL?:

1. Top pay. 2. The chance to work at the kind of challenge every radio man worth his salt dreams about. 3. An opportunity to work and live in Montreal, the Paris of North America.

7 TOP AIR PERSONALITIES
NEWS EDITOR AND 9 NEWSMEN
PROGRAMME MANAGER
PRODUCTION MANAGER
CHIEF ENGINEER WITH PRODUCTION KNOW-HOW
ASSISTANT ENGINEER
5 TECHNICIANS
ACCOUNTING AND BUSINESS MANAGER
MUSIC DIRECTOR FOR LIBRARY
4 EXPERIENCED RADIO SALESMEN
PRIVATE SECRETARY TO PRESIDENT, WITH RADIO EXPERIENCE
2 SPECIALISTS FOR PUBLIC RELATIONS OFFICE
2 FOR SPECIAL EVENTS DEPARTMENT
1 FOR CLIENT RELATIONS DEPARTMENT
2 PRODUCTION PEOPLE
2 FOR MARKETING AND PROMOTION
3 FOR TRAFFIC DEPARTMENT
3 FOR CONTINUITY DEPARTMENT
5 COMPETENT SECRETARIES
3 MOBILE NEWS DRIVERS
2 ARTISTS
2 GENERAL OFFICE STAFF
2 FOR PHOTOGRAPHY DEPARTMENT
2 FOR SILK SCREEN DEPARTMENT
4 SWITCHBOARD OPERATORS

Send us resumé with samples of your work if possible. Air personalities should send tapes. Address mail to: Geoff Stirling, President, Maisonneuve Broadcasting Corporation Ltd., Box 12A, 3435 Drummond St., Montreal, Quebec.

CKGM

A new English-language station scheduled to operate on 980 KC with a power of 10,000 watts day and night from the finest studios in the heart of Montreal.

GM-9-1

for complete flexibility in meeting the advancing art of television. The Commission said it found that the study made by an engineering committee of the National Community Television Assn. was in general accord with the facts its own laboratories had determined about equipment used in repeaters and boosters.

It said that recommendations by the NCTA committee that regulations governing uhf translator operations might be relaxed seemed to be sound and that a study would be made toward this end.

It repeated that generally speaking, the uhf translators could accomplish exactly what the vhf boosters were accomplishing at almost the same cost.

The Senate hearings were on legislation which would put all television distribution systems under FCC authority. The hearings heard western broadcasters call for a law which would require the FCC to find that a catv system would not have an adverse effect on a local tv station—later modified to remove the affirmative requirement, but stated as policy. Also requested were provisions which would force community systems to seek permission from the station whose signals they were using, and to carry the local tv station on request.

Community antenna spokesmen opposed these recommendations and called for simple legislation putting them under FCC jurisdiction through the broadcast sections of the Communications Act.

The hearings also heard a host of spokesmen for boosters call for an end to the FCC's opposition and the simplest means of licensing such operations.

Philco vs. NBC Oct. 1

The FCC has set for oral argument Oct. 1 Philco's protest against license renewals of NBC stations in Philadelphia (WRCV-AM-FM-TV). Issues will be whether if facts alleged are true Commission should set aside 1957 renewals and if evidentiary hearing is necessary what its scope should be. The stations had their licenses renewed in 1957 conditioned on the outcome of the U.S. antitrust suit against RCA-NBC involving swap of broadcast properties with Westinghouse. This is still in litigation. Philco filed protest claiming the RCA subsidiary's ownership in Philadelphia was unfair competition. The FCC denied the protest on ground Philco had no standing, but in June 1958 an appeals court reversed the Commission. NBC asked the U.S. Supreme Court to review this ruling, but the Supreme Court refused (BROADCASTING, Feb. 2).

• Government notes

• Precise offset isn't very precise yet, the Assn. of Maximum Service Telecasters said in filing an objection with the FCC last week to the proposal by ch. 40 WINR-TV Binghamton, N.Y., to drop in ch. 4 or ch. 9 to that city at transmitter-to-transmitter separations below the established 170-mile minimums. The Binghamton station suggested the use of precise carrier offset to overcome potential interference with New York's ch. 4 and ch. 9 stations and Buffalo's ch. 4 station. AMST said that available data does not support this assumption. It stressed that information on precise carrier offset is mostly based on laboratory tests. AMST also maintained its long-standing opposition to any changes in present mileage separations.

• KSWO-TV Lawton, Okla. (ch. 7), has received FCC permission to change its transmitter location and to increase its power from 9.12 kw to 316 kw. Presently located about four miles from Lawton and 49 miles from Wichita Falls, Tex., the antenna may now be moved to about 32 miles from Lawton and 24 miles from Wichita Falls. Height will be increased from 540 to 1,050 feet.

• The FCC has reaffirmed its decision of August 1957 to grant the application of West Georgia Broadcasting Co. for a new am station (WWCC) at Bremen, Ga., on 1440 kc with 500 w, day. The grant had been remanded to the Commission by the U.S. Court of Appeals, on a protest by WLBB Carrollton, Ga., for findings on the "economic injury" issue.

PROGRAMMING

CARTOONS ENDURE FOR UAA

Stations rush to renew at same rates

It's peak sales all over again for tv cartoons.

The uniqueness of the cartoon market in a business that runs hot and cold on much of the film product made available was pointed up last week in an interview with United Artists Associated's Robert Rich, vice president and general manager.

Reports Mr. Rich: not one tv station playing UAA-distributed cartoons has failed to renew its contract. This after 2½ years in the business for UAA.

Some stations are committing themselves for renewals (usual contract periods are two or three years) well in advance of the expiration date with instances of stations renewing a full-year ahead.

Prices Steady • But this is only part of the story. There is the fact—not generally known—that UAA's customers, which include the major markets of the U.S., are renewing for the cartoon libraries on the same conditions and prices they accepted and paid a few years ago.

This is a significant development for it's operating procedure in the film industry to expect perhaps a maximum 50% of the original (first run) price on subsequent reruns. Cartoons are contracted for unlimited play.

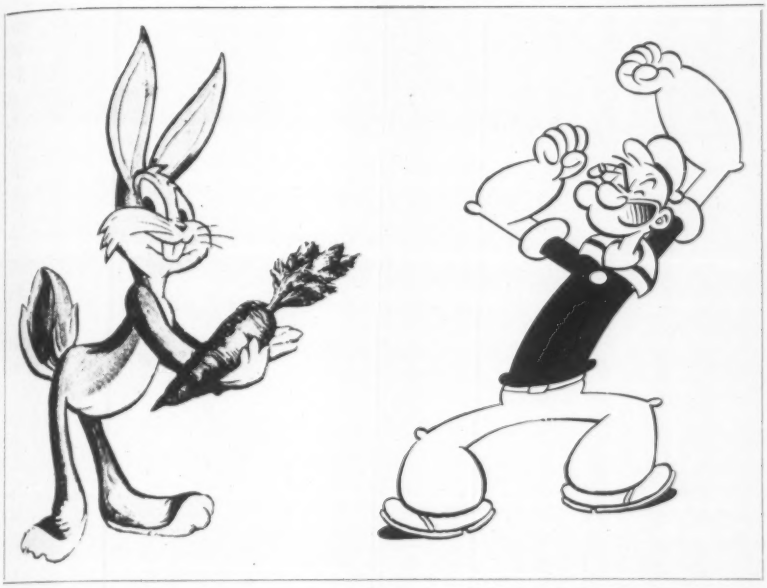
UAA owns two cartoon libraries: the Popeye cartoons, about 234, produced by Paramount Pictures, and 337 Looney Tunes (Bugs Bunny, Porky Pig, etc.) which were acquired from Warner Bros. along with the Warner feature library by the company in July 1956 when it was Associated Artists Productions. AAP now is UAA, subsidiary of United Artists Corp.). The distributor paid a total of $21 million for the Warner features including the cartoons, and $2,250,000 for the tv rights to Popeye from Paramount and co-owners King Features.

These 571 cartoons represent about $17 million-plus worth of product (it's estimated that it took $30,000 to produce each cartoon in full animation, which in today's higher-cost production scale would be closer to $60,000). The Warner cartoons if played uninterruptedly would total about 56 hours, the Popeyes about 39 hours, or a total of 95 hours.

Market Totals • The Popeyes are in approximately 150 markets. (A year ago it was near 150 and before that the market total bunched up quickly from the zero mark of pre-1956 to 100 shortly after the cartoons' appearance on tv). Looney Tunes (Bugs Bunny is the chief character) is in 120 markets.

If a station has the entire library and runs the average of 15 cartoons per week, arithmetic brings the time one cartoon is repeated during a full year to only 2.4.

At this rate, UAA's Mr. Rich sees unlimited use of the cartoons as new audiences spring up with the passing years (most stations program the car-



BUGS POPEYE

They never grow old, never depreciate

toons in the late afternoon or early evening, some strip them into early morning periods).

Mr. Rich detects, and the stations' reports to him are verification, that the Popeyes and Warner cartoons are running against a tide—if it exists—said to be running out in audience and advertiser interest for children's tv programming.

Ageless • "The cartoons seem to be ageless," Mr. Rich concludes in reviewing the renewal figures and stations' glowing reports of audience ratings. Only a week ago, Mr. Rich reports, WBBM-TV Chicago came in with a three-year renewal of Popeyes. KRON-TV San Francisco, which still had a year to go before its contract ran out, already has contacted UAA for renewal.

Also little known: In spite of the popularity of the "oldies" among the cartoons, there were "newer ones" still in theatrical circulation in mid-1956 when UAA acquired tv rights. These new reels have been purchased in series and placed in the library.

Will UAA produce its own cartoons to keep the product primed for the kiddies? This is still an unknown. It's a costly venture. It takes the $60,000 sum to fully animate a seven-minute reel, or with "short-cuts" in animation, $10-12,000.

Hot rerun

KTLA (TV) Los Angeles showed about 25 fire chiefs and civic officials its video taped coverage of a fire in Laurel Canyon, Calif., so that the fire fighters could observe the efficiency of their efforts. Two hours of tapes, taken from KTLA's telecopter while flying over the fire, were screened at the station's Theatre No. 2.

Three Chicago outlets refuse Sheen program

Three of Chicago's four tv stations have rejected a local sponsor's plea for time to carry Bishop Fulton J. Sheen's filmed talks on grounds they don't offer religious programming for commercial sponsorship.

Spokesmen for the stations, CBS' WBBM-TV, NBC's WNBQ (TV) and WGN-TV, defined the series as "religious" in nature and cited policy covering such programming. The fourth, ABC's WBKB (TV), had offered to set aside a Sunday afternoon period for the series, sponsored by Magikist Rug & Dry Cleaners the past season as a public service.

Bishop Sheen was quoted as expressing belief that his talks are primarily philosophical rather than religious.

Spokesmen noted a difference between sponsorship by a commercial client and that by a standing religious group, as in the cases of filmed series involving Billy Graham and Oral Roberts. They also cited the recommendation of the NAB Tv Code that no charge be levied against church groups for religious programming time. Bishop Sheen's series is distributed nationally by National Telefilm Assoc.

"JAXIE" Salutes

THE COCA-COLA COMPANY

The Coca-Cola Company has joined the Honor Roll of Advertisers who chose WFGA-TV to carry its sales messages to more than a quarter-million Florida-Georgia TV homes. Coca-Cola is using a heavy spot schedule, and these spots—combined with WFGA-TV programming—will provide top selling power for "Coke".

"Jaxie" is proud to have The Coca-Cola Company and the McCann-Erickson, Inc. advertising agency on its growing list of advertisers.

NBC and ABC Programming
Represented nationally by
Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

NBC-Tv's program plans: Special's their specialty

NBC-TV last Tuesday (Aug. 4) submitted its completed entry list in the 1959-60 three-way race for program supremacy. Looking over its lineup of regular and special contenders on the walk to the starting gate, NBC-TV offered the following observations of its overall qualifications:

- 100% increase in specials over last season's total.
- 50% new nighttime schedule, with 12 new hours in the weekly 24-hour total.
- Total investment by advertisers of $57 million in specials, a 128% increase over last season.
- 250 hours of color programming—30% increase—including the first full-hour, weekly film series in color, *Bonanza*.
- At least 40 NBC News specials, including 16 now in preparation for prime-time scheduling.
- 20 specials produced by NBC Public Affairs and more than 100% increase in public affairs and educational programming.
- More than 450 hours of sportscasts, a 10% increase over the past year.
- Four operas presented by the NBC Opera Co.
- An optimistic business outlook indicated by latest figures showing July billings 20.3% ahead of 1958.

"NBC Television will be fully competitive," said Walter D. Scott, executive vice president, NBC-TV, who announced plans for the upcoming year at a news conference in the Park Lane Hotel, New York. There is now relative parity among the networks in prime time programming since all three have access to the same sources for mass appeal shows. The increase in specials by NBC-TV marks the use of a new yardstick for serving the interests of more Americans, he said.

WCBS-TV cancellation won't change Arbitron

American Research Bureau officials said last week that WCBS-TV New York's decision to drop the ARB Arbitron local rating service would have no effect on either the New York or the multi-city network Arbitron instant-ratings operation.

Despite the WCBS-TV cancellation, which leaves the New York local arbitron service without a network-station subscriber, ARB authorities said they were heartened by support coming from agencies. An increasing number of buyers, they reported, have indicated they will insist on Arbitron data in support of sales pitches.

ARB said WCBS-TV's notice of cancellation, effective Aug. 37, gave no reason for the move but that station officials had indicated they were dissatisfied because Arbitron ratings were lower than those provided by Nielsen. WCBS-TV officials told BROADCASTING that the Arbitron ratings were subject to "extreme fluctuations" which "defy logic" and put their reliability in question. ARB authorities maintained the ratings could be proved accurate and reliable.

New York's four independent stations remained the only station subscribers to the local service. They are WOR-TV, WNTA-TV, WNEW-TV and WPIX(TV).

Farm Public Service in the KWTV Community makes
KWTV
OKLAHOMA CITY
Oklahoma's No. 1 Television Station
BUY the TOWER with SALES-power in Oklahoma!
Traveling to obtain on-the-air reports during 1958, KWTV's two farm directors visited the more than 100 towns shown on the map . . . many, several times. Proof of KWTV's community coverage!
OKLAHOMA CITY
CBS
See your PETRYman

KWTV not obliged to pay MPTV demand

The claim of Motion Pictures for Television Inc., New York, against KWTV (TV) Oklahoma City for $100,467 was denied last week by American Arbitration Assn., KWTV announced. The film company sought the payment, plus 6% interest from Dec. 12, 1954, for an alleged breach of a 1953 contract (130 weeks) by the station. KWTV also said the arbitration board denied MPTV's claims for attorneys' fees and arbitration costs.

The association told BROADCASTING it never releases decisions unless authorized in writing by both participating parties.

At MPTV, wholly owned by Matthew Fox, it was stated there were matching claims—one by MPTV to recover more than $180,000 remaining from the contract, and one by KWTV seeking recovery of $48,000 it had paid on the contract. Both claims were denied, according to MPTV.

The KWTV case was one of several brought by MPTV against Oklahoma and Texas tv stations according to the station. In at least two cases the distributor was said to have been granted awards by default because station operators were under the mistaken belief that arbitration clauses in contracts can't be enforced in these states be-

cause there are no state arbitration statutes.

KWTV explained a federal arbitration statute takes care of such cases. After MPTV asked arbitration in New York, KWTV sought and obtained a hearing in Oklahoma. This was held last May. On the arbitration panel were Al T. Singletary, attorney, of Perry, Okla.; Guy L. Horton, attorney of Stillwater, Okla., and Vincent J. Long, Tulsa airline executive.

The station charged MPTV consistently failed to deliver usable prints, sending films with scratches, torn sprocket holes and bad splices. Films scheduled for showing often weren't delivered, substitutes being sent, KWTV charged. MPTV contended KWTV failed to follow contract procedures in obtaining replacements. It also said the station exhibited films instead of returning them. The station met this charge with the claim it had to show the bad prints beeause no other films were available for scheduled programs.

Film liaison group chosen by NAB poll

Six film production and distribution firms, associate members of NAB, have been chosen to form a liaison group to exchange ideas on common problems with the NAB Film Committee, it was announced last week.

The first meeting of the liaison group with the Film Committee is scheduled for September in New York under Joe Floyd, president of KELO-TV Sioux Falls, S.D., committee chairman.

Members of the liaison group, chosen in a poll of NAB film producers and distributors, are CBS Films Inc., Independent Television Corp., MGM-TV Div. of Loew's Inc., Screen Gems Inc., California National Productions and Ziv Television Programs Inc. In the future, it was noted, membership in the liaison group will be rotated annually among all NAB associate member film distributors.

'Ding Dong' books

Henry G. Saperstein & Assoc., Beverly Hills, Calif., packager-merchandiser of the syndicated *Ding Dong School* (BROADCASTING, July 6), has ordered about five million books from Western Printing & Lithograph and Golden Books, both New York, to tie-in with the children's program. The publications will be written by the show's hostess, Dr. Frances Horwich. *Ding Dong*, when appearing regular on NBC-TV, sold more than 19 million copies of Dr. Horwich's children's books.

AFM defers offensive

American Federation of Musicians has withdrawn its petition to the National Labor Relations Board for a new representation election to be held for musicians employed at the major motion picture studios (BROADCASTING, July 27), promising to file again in eight months. Withdrawal follows a statement by Musicians Guild of America that the clause on which AFM's petition was based had been eliminated from the MGA contract with the motion picture producers. Calling this an "admission that they [MGA] had executed an illegal contract and then had changed it secretly without notifying any of the MGA members or musicians," Robert Rissman, AFM attorney, stated: "We are not going to undertake to prove or disprove this secret action, but rather will wait until April of next year when our filing for a new bargaining election cannot be contested."

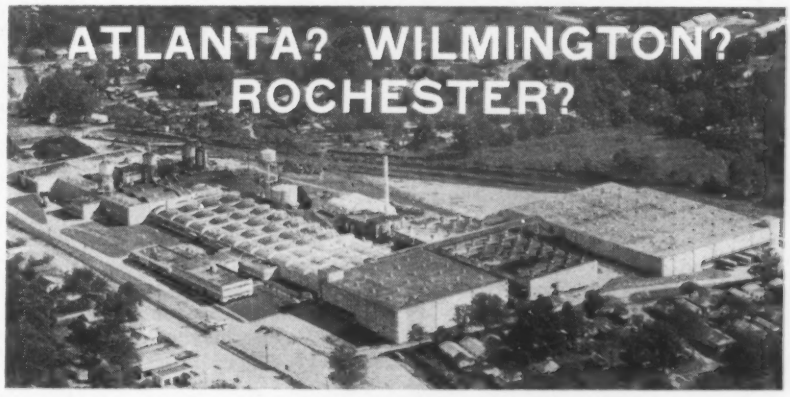
Film cue standards

Television Film Assn., in an attempt to establish a standard cue mark system for tv film, has prepared a questionnaire and invites anyone interested to send for a copy. The association wants a cross-section opinion of the producers and users of tv films before taking action to put new standards into effect. Questionnaires can be secured from Television Film Assn., 1627 W. 20th St., Los Angeles 7, Calif.

• Program notes

• National Theatres Inc. (parent of National Telefilm Assoc. Inc., N.Y.) had $1,702,632 (63 cents a share) in consolidated net income for the 39 weeks ended June 30. Last year's figure for the period was $904,198 (34 cents a share). On April 1 National Theatres bought 89% of NTA's common stock. Operation of this subsidiary is reflected in accounts for the third quarter ended June 30: $798,794 (30 cents a share) compared with $160,301 (6 cents a share) for the previous year. There were 2,700,283 shares of common stock outstanding at the end of the 39-week period compared with the 2,699,486 outstanding of the previous year.

• WSGA Savannah, Ga., newsman Cameron Cornell broadcast news of the rescue of a boy lost in the Grand Canyon within 30 seconds of his being found. The newsman was making a beeper phone recording with one of



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "The southern plant of the Armstrong Tire and Rubber Company, the fifth largest producer of tires and tubes, in Natchez was the first rubber plant to be located in Mississippi under Governor White's plan to Balance Agriculture with Industry.

the canyon's rangers when a report came in from a helicopter that it had sighted the boy.

• CBS Films Inc., N.Y., reports the sale of its *Trackdown* half-hour series to Joseph Schlitz Brewing Co., Milwaukee, for showing in Chicago, Milwaukee, Denver, Pensacola, Fla., Kansas City, Mo. and Midland, Tex. Agency: J. Walter Thompson, Chicago. Another sale of *Trackdown*, to Mobiloil for a 52-week run in Mexico City brings to eight the number of CBS Films Inc. series on the air there. Fremantle International Inc., distributor in Mexico and Central America for CBS Films, handled negotiations on the Spanish-dubbed *Trackdown*, which begins on station XEW (TV) Aug. 27.

• *Richard Diamond, Private Detective*, on Oct. 5, moves to NBC-TV (Mon. 7:30-8 p.m.). A CBS-TV presentation since its tv beginning in 1957, *Diamond* will continue to be produced by Four Star Films and star David Janssen.

• Garry Moore returns to CBS radio Sept. 28, after some nine years' absence, with a daily show featuring conversation with announcer Durward Kirby. (Mon.-Fri. 10:30-10:40 a.m.) Mr. Moore is to do the writing; Bruno Zirato Jr. will direct. Another new CBS Radio presentation, *Funny Side Up* a panel program hosted by Robert Q. Lewis starts Aug. 24 in the 10:30-11 a.m. position but moves to 10:40-11 a.m. when the Moore show begins. Its panel, with permanent members Hermione Gingold, Parker Fennelly and Kenny Delmar plus guests, will comment on items in the news.

OCCASION

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Aug. 10-14, 17-19 (4-4:30 p.m.) **Truth or Consequences**, participating sponsorship.

Aug. 10, 17 (10-10:30 p.m.) **Arthur Murray Party**, P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

Aug. 11, 18 (7:30-8 p.m.) **Northwest Passage**, sustaining.

Aug. 11, 18 (8:30-9 p.m.) **Jimmie Rodgers Show**, Liggett & Myers through McCann-Erickson.

Aug. 12, 19 (8:30-9 p.m.) **Price Is Right**, Lever through J. Walter Thompson.

Aug. 12, 19 (9-9:30 p.m.) **Kraft Music Hall Presents Dave King**, Kraft through J. Walter Thompson.

Aug. 13 (10:30-11 p.m.) **Masquerade Party**, P. Lorillard through Lennen & Newell.

Aug. 14 (8-9 p.m.) **Ellery Queen**, sustaining.

Aug. 15 (10-10:30 a.m.) **Howdy Doody Show**, Continental Baking through Ted Bates.

Aug. 15 (10:30-11 a.m.) **Ruff & Reddy Show**, Borden through Benton & Bowles and Mars through Knox-Reeves.

Aug. 15 (8-9 p.m.) **Perry Presents**, Kleenex through Foote, Cone & Belding and Noxema through Sullivan, Stauffer, Colwell & Bayles.

Aug. 16 (7-7:30 p.m.) **Midwestern Hayride**, local, co-operative sponsorship.

Aug. 16 (9-10 p.m.) **Summertime Chevy Show**, Chevrolet through Campbell-Ewald.

• A new package of tv film series was announced last week by California National Productions. Through its Victory Program Sales, CNP is offering a *Mystery Theatre Omnibus* made up of five different tv series which formerly have had a network run and now available for programming stripping or as blocking. Included: *Dangerous Assignment*, *The Falcon*, *Captured*, *Panic!* and *Inner Sanctum*.

• *The Secret Life of Adolf Hitler*, latest hour-long documentary film produced by WPIX (TV) New York, has been purchased by 13 stations. Buyers: WBAL-TV Baltimore; WBZ-TV Boston; WFBG-TV Altoona, Pa.; WNBF-TV Binghamton, N.Y.; KFRE-TV Fresno, Calif.; WHCT Hartford; WFBM-TV Indianapolis; WLYH-TV Lebanon, Pa.; WCKT (TV) Miami; WTCN-TV Minneapolis; WSM-TV Nashville; WDSU-TV New Orleans; WFIL-TV Philadelphia. An earlier WPIX production, *The Cold War-Berlin Crisis*, has been sold to the 12 stations of the French Canadian Network, bringing its total of U.S. and Canadian purchasers to 64. WPIX producers Walter Engels and William L. Cooper Jr. are planning *Woman Behind a Dictator*, the story of Evita Peron, as their fourth documentary enterprise.

• WSAI-AM-FM Cincinnati reports that a special broadcast helped influence city officials to draft a new rehabilitation program for women alcoholics. The program was a panel discussion between civic leaders and four anonymous alcoholics. Listeners telephoned questions while the program was in progress to be answered on the air.

• South Carolina legal tradition has been broken by WBTW (TV) Florence, which recently telecast filmed portions of a trial before 12th Circuit Judge G. Badger Baker.

• A new tv production company, Video International Productions, has been formed by Harry Maizlish, owner of KRHM (FM) Los Angeles and KPAL Palm Springs, Calif., and Sol Dolgin, former film producer. Mr. Maizlish is board chairman of VIP; Richard F. Feiner is president; Sydney Yallen is executive vice president in charge of sales, and Mr. Dolgin is executive vice president in charge of production. The company is filming a series of 260 five-minute mysteries based on the Photo Crime series in *Look* magazine for more than 20 years. James Craig is starred as Hannibal Cobb in the programs. Physical production is being handled by Filmaster Productions at Republic Studios.

• United Artists Assoc., N.Y., has moved to 247 Park Ave. where it occupies the eleventh floor. New telephone: Murray Hill 7-7800.

• Heritage Productions, N.Y., has begun work on *Bobo the Hobo*, 78 five-minute color cartoons to be available as five-minute cliff-hangers or 15-minute shows. Heritage's new location is 730 Fifth Ave. Telephone: Judson 6-6500.

• Teleguest Service is a new organization which sets up live and taped interviews with celebrities for hosts and hostesses of local tv talk programs. Its general manager, Ron Bonn, has seen service with the ABC-TV and CBS-TV press departments. New York office: Suite 800, 580 Fifth Ave. Phone: Plaza 7-3913.

• A cross-country exchange of tv tape

FIVE DAY CURE!

Reporter finds willing witnesses and ends vicious alcoholic "Rest Home" racket!

— The Columbus Citizen

Starring PAUL STEWART

ONE OF 39 EXCITING EPISODES!

DISTRIBUTED BY

FLAMINGO TELEFILM SALES, Inc.

221 W. 57 ST. • N. Y. 19, N. Y. • JU 6-7040

WNJR

negro radio for metro **new york**

programs between educational stations takes place tomorrow (Aug. 11) when KQED (TV) San Francisco broadcasts a 90-minute pops concert of the Boston Symphony Orchestra taped by WGBH-TV Boston, which in exchange is receiving two half-hour lectures on *Sanity and Survival* by Dr. Jerome Frank from KQED. Coincidentally, the live concert of the Boston Pops Orchestra scheduled for tomorrow evening in the San Francisco Civic Center where the orchestra has been appearing this summer, was cancelled when conductor Arthur Fiedler, was called back to Boston. Dr. Frank, a Johns Hopkins psychiatrist, is spending a year in Palo Alto, Calif., at the Center for Advanced Study in Behavioral Sciences, a Ford Foundation project.

• The Mutual Broadcasting System next Monday (Aug. 17) begins a weekday presentation of financial and business news. Veteran MBS newsman Frank Singiser has been named financial and business editor and will be featured in the new series. Scheduled for 5:45-5:55 p.m., the program is to include stock market activities in principal U.S. cities plus major Canadian exchanges, bond and financing activities, developments in domestic and imported commodities, analyses by market and interviews with newsmakers in the field.

• CBS-TV will carry the first annual Blue Bonnet Bowl to be played in Houston, Tex., on Saturday, Dec. 19. The new bowl game, which is to feature top-ranking independent college football teams, begins at 3:30 p.m. EST. It will constitute the second half of a CBS-TV bowl double-header that day, being preceded by the Holiday Bowl from St. Petersburg, Fla. CBS-TV has signed a five-year pact for the Blue Bonnet Bowl.

• Cinema-Vue Corp., N.Y., named eastern sales representative for the new Crosby-Brown Productions, Hollywood, is marketing two taped series from C-B. Each consisting of 52 half hours, they are *Adventure Tomorrow*, a science documentary, and *The People's Court of Small Claims*, staged versions of cases, with emphasis on human interest.

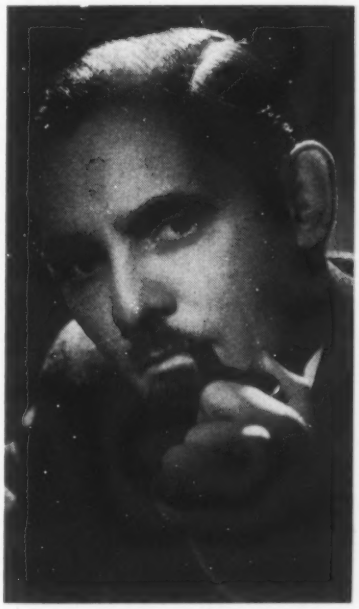
• The Israeli Office of Information, N.Y., reports it has transcriptions and films available for radio and tv stations. A weekly radio series offered is *Vistas of Israel*. Further details are available from the Israeli office at 11 E. 70th St., New York, N.Y.

• Rox Productions has been organized by James R. Beardsley, new to tv, to produce a series based on the life story of Marion Miller, honored on Ralph Edwards' *This Is Your Life* as one of the most decorated women in U.S. history. Mr. Beardsley will be executive producer with Lew Landders as producer-director. A pilot has been filmed at Ziv Studios in Hollywood, where Rox Productions has its headquarters. William Schwartz of Ziv is production manager and Gill Mandelik is assistant director. William Joerme is financial director of Rox with attorney Gordon Youngman in charge of its legal affairs. Norman Greer is publicist for the series.

HPL's protection fee: $600,000 weekly

This week will be like almost any other for the nine stations in today's Housewives' Protective League lineup. Among them they'll program 12 hours a day and by the end of the week they'll have grossed another $60,000. The only thing that will set the week apart is that it marks the 25th year HPL stations have been at it.

The CBS-owned feature (it bought HPL from founder Fletcher Wiley in 1947) calls itself "the program that sponsors the product"—a sort of "Good Housekeeping Seal" of radio. Since Aug. 14, 1934, it has specialized in (1) a reputation for standing behind the products it advertises and (2) exclusive personalities whose job it is to win the confidence of the housewife and, preferably, the whole town. To do it, they work harder off the air than on, setting up merchandising arrangements with local suppliers (mostly of grocery items), making personal appearances, attending service clubs, participating in community activities and in general trying to become local institutions.



FOUNDER WILEY
Housewives' original protector

Their on-air material is strictly to the housewife, delivered in a casual fashion that deliberately belies the research and planning which goes into preparing it. Seven researchers in New York develop most of the copy, but it's up to the local personality to weave it in his own material and fit it to his style. The programs are almost all talk, itself a unique factor in a competitive situation which is largely music. It's often hard to tell when the "editorial matter" leaves off and the commercial begins, a point considered a plus by HPL advertisers.

Even their names are HPL-issued. They turn them in should they leave the program (a rare occurence). Only one has won the right to adopt his on-air name for himself: Galen Drake, who was the New York "director-broadcaster" for longer than anyone can remember, became so identified with that name that he was allowed to take it with him when he moved to WOR New York several months ago. (Fletcher Wiley was the original Galen Drake).

This name tradition grew out of the days when all HPL personalities were faceless to their public. As recently as 1955 Paul Gibson in Chicago would not allow his picture to be taken. But that taboo has now been dropped along with others which prohibited jingles, ET's and cigarette, beer and wine commercials.

Today's HPL personalities and their stations: Morgan Baker, WEEI Boston; Allen Gray, WCBS New York; John Trent, WCAU Philadelphia; Mark Evans, WTOP Washington; Paul Gibson, WBBM Chicago; Grant Williams, KMOX St. Louis; Craig Harrison, KCBS San Francisco; Philip Norman, KNX Los Angeles, and Lee Adams, WGAR Cleveland. All but WGAR are represented by CBS Radio Spot Sales; WGAR is handled by Henry I. Christal Co.

Ed Wood, who has headed HPL since CBS took it over 12 years ago, has seen over $38 million in billings.

FATES & FORTUNES

Broadcasting Advertising

MR. SNYDER

• LEWIS SNYDER, formerly vp and copy group head with J. Walter Thompson, N.Y., to Leo Burnett, Chicago, as vp and associate copy director. Mr. Snyder had been with JWT for 16 years.

• L. E. (DUSTY) MILLER, formerly senior vp and management account supervisor of Lennen & Newell, N.Y., to J.M. Mathes Inc., that city, as vp, director, and account supervisor on Canada Dry.

• EDMOND R. RICHER, director and account supervisor of Grey Adv., N.Y., named secretary.

• NORMAN LEWIS, formerly treasurer of Geare Marston, Phila. (now part of Erwin Wasey, Ruthrauff & Ryan), named assistant secretary of EWR&R, N.Y.

• E. DEAN LANDIS, vp in charge of midwestern operations, Compton Adv., appointed manager of agency's Chicago office. He succeeds LAWRENCE O. HOLMBERG, who resigns to open new consultant's office in same city after 16 years as head of Compton office.

• DONALD G. CUTLER, manager of Industrial Div.; ROBERT FERGUSON, account supervisor on Chicken of the Sea account; FRANK MCMAHON, account supervisor on Carnation Instant Milk account, and JAMES T. VANDIVEER, account supervisor on Carnation Evaporated Milk elected vps of Erwin Wasey, Ruthrauff & Ryan, L.A.

• LEO HIGDON, BERNARD LUBAR and JOHN JACKSON, creative supervisors with Benton & Bowles, N.Y., named vps.

• ALBERT C. COCHRANE, manager of Los Angeles office of D. P. Brother & Co., Detroit, named vp.

• JOHN H. CHILDS, formerly vp and account supervisor on Texaco with Cunningham & Walsh, N.Y., to Texaco, that city, as general manager, advertising and sales promotion.

• OWEN H. KLEPPER named sales promotion manager, merchandising department, Consumer Products Div. of Philco Corp., Phila. Other appointments: JOHN E. KELLY to advertising manager of merchandising and JOHN J. KANE to manager of market development, electronics. All move from other Philco departments.

• DONALD A. WELLS, formerly general products manager, household products division of Colgate-Palmolive Co., N.Y., to BBDO, that city, as management supervisor.

• JOSEPH C. SPERY, formerly in charge of tv production with Campbell-Mithun, Minneapolis, to Doyle Dane Bernbach, N.Y., as senior producer. Other DDB appointments: ROBERT WARNER, formerly associate producer CBS-TV, to similar position; JOSEPH BATTAGLIA, named business manager, tv department.

• JOHN THOMAS JONES, formerly in broadcast department of Foote, Cone & Belding, N.Y., to Stromberger, LaVene, McKenzie, L.A., as copywriter.

• GERALD J. GATEMAN, formerly copywriter on Kroger and Chevrolet accounts at Campbell-Ewald, Detroit, to Kenyon & Eckhardt, that city, as copywriter on Ford Motor institutional account.

• GEORGE P. MACKNIGHT, formerly office manager of Chicago Motor Club public relations department, to pr staff of Standard Oil (of Indiana), Chicago.

• ROBERT G. ATKINS, formerly marketing manager of Whitney Chain Co., Hartford, Conn. joins G.F. Sweet & Co., that city, as account executive.

• GEORGE R. FUREY, account executive with BBDO, N.Y., to Los Angeles office of Doyle Dane Bernbach in similar capacity.

• ROBERT M. FINLAYSON, manager and account executive with Paul Cowles Assoc., Salt Lake City, joins Brown-Burton Adv., that city. Agency name changed to Finlayson-Brown; address remains 177 Social Hall Ave.

• WILLIAM WILSON, manager of radio-tv department of Young & Rubicam, Chicago, named chairman of broadcast clinic for 1959 Advertising Workshop sessions, co-sponsored by Chicago Federated Adv. Club and Women's Adv. Club of Chicago, starting Sept. 28.

• ROBERT C. ALLEN, formerly account executive with Wherry, Baker & Tilden, Chicago, to Guild, Bascom & Bonfigli, that city, in similar capacity.

• THOMAS P. WHEELWRIGHT, formerly pr director and member of plans board of Erwin Wasey, Ruthrauff & Ryan Inc., N.Y., to Advertising Counselors of Arizona, Phoenix, as assistant to Ivan N. Shun, owner and manager.

The Media

MR. GOSHEN

• RALPH W. GOSHEN, account executive with CBS Radio Spot Sales, N.Y., since 1951, named general sales manager of WCBS-AM-FM New York, succeeding Thomas J. Swafford, recently named vp and general manager of WCAU-AM-FM Philadelphia (WEEK'S HEADLINER, Aug. 3).

• MILTON E. MITLER, general manager of WADK Newport, adds duties of general manager of WYNG Warwick-East Greenwich, both Rhode Island, which he owns. NANEEN M. WENDLER, formerly executive assistant to city manager of Newport, appointed to similar capacity with Mr. Mitler. Other WYNG appointments: MRS. VIVIANNE FALLON, M. DAVID BELL, and WALTER MORRIS to sales staff; ROBERT PEARSON, formerly with WPFM (FM) Providence, announcer-chief engineer; WALTER TRAHAN, formerly with WPRO-AM-FM Providence; announcer-engineer; CHARLES BOWDOIN, previously with WWRI West Warwick, announcer; ROBERT CALLAHAN, formerly with *Providence Journal-Bulletin*, news director; NICHOLAS DIPIETRO, formerly with WWRI, air personality.

• ROBERT G. HOLBEN, formerly assistant general manager of WTVH (TV) Peoria, Ill., named general manager of WTTV (TV) Bloomington - Indianapolis. He will also coordinate activities of WFAM (TV) Lafayette, Ind. ARTHUR R. HOOK, program director of WPTA (TV) Roanoke, Ind., appointed program and promotion manager of WTTV, both Sarkes Tarzian stations. FREDERICK J. MOLCHIN, chief engineer of WPTA, named to new post of director of engineering for Tarzian Broadcast Div., with headquarters at WTTV.

MR. QUEEN

• WILLIAM A. QUEEN, formerly national sales manager of WHDH - AM - FM Boston, appointed general manager of WTAO and WXHR (FM) Cambridge-Boston, Mass. Mr. Queen had previously been on WTAO's sales staff in 1953.

• DAVID J. HERZBRUN, formerly copy chief of Sudler & Hennessey Inc., N.Y., to CBS Radio Spot Sales, that city, as vp in charge of station administration.

MR. FRANSEN

• ROBERT C. FRANSEN promoted from national sales manager to sales manager of WTCN-TV Minneapolis-St. Paul, succeeding JAMES R. HOEL, resigned. ROBERT J. REARDON, formerly sales manager of WNBC (TV) New Britain, Conn., to WTCN-TV as regional sales manager.

• ROBERT BARTUSCH promoted from assistant general manager to manager of WLOK Memphis, Tenn. JAMES A. BALLARD, formerly with WTVC (TV) Chattanooga, Tenn., joins WLOK as sales rep.

• JAYNE SWAIN, station manager of Bartell Family Radio Group's WAKE Atlanta, promoted to vp and general manager of station. TOM WHITLES advanced from station manager to general manager of group's WYDE Birmingham, Ala.

• HOMER L. THIEMAN, executive vp, elected president of Corn Belt Publishers Inc., Chicago, operator of WAAF, that city, succeeding late Ward A. Neff.

• ROBERT E. DAVIS, formerly general sales manager at KORE Eugene, Ore., to KPOA Honolulu, in similar capacity. JEAN SULLIVAN, formerly with Lessing Adv., Des Moines, joins KPOA as continuity chief.

• WILLIAM P. DIX JR., assistant manager of WGR-TV Buffalo, adds duties of assistant manager of WGR Radio and director of sales for both stations. JOHN F. DONAHUE, formerly media director and account executive with Lloyd Mansfield Adv., that city, to WGR as account executive.

• WILLIAM SMUTZER, formerly with advertising and promotion department of NBC's WMAQ and WNBQ (TV) Chicago, appointed manager of Chicago office of Bernard Howard & Co., station representative. CHARLES W. STROUD, formerly with WGN-AM-TV Chicago, succeeds him.

• T. MARSHALL WEAVER, administrative assistant with KRGV-TV Weslaco, Tex., named sales manager.

• RANDY ARCHER, account executive with KING-AM-FM Seattle, appointed local sales manager.

• JOHN W. KIERMAIER, formerly assistant to president of Independent Television Corp., N.Y., to CBS News, that city, as assistant director of public affairs.

• WALLY THORNTON appointed production manager of KISN Portland, Ore.

MR. WALLACE

• JACK WALLACE, formerly sales manager and general manager of KWBY Colorado Springs, Colo., appointed general manager of KPIK, that city. GEORGE SALEM named program director of KPIK.

• ROY H. PHILSON, account executive with KDKA-AM-FM Pittsburgh, promoted to new post of assistant sales manager.

• EDWIN E. SILVERMAN, reporter, news writer-editor with WABC New York, named to new position of director, news and special events.

• BOB GAMBLE, news manager of WFBM-AM-TV Indianapolis, to new post as head of news-information services department.

• HANK G. GUZIK, formerly with XETV (TV) Tijuana-San Diego, appointed assistant manager of KWIZ Santa Ana, Calif.

• WAYNE VANN, account executive with KRIZ Phoenix, Ariz., promoted to sales manager. RONNIE GRAY appointed account executive.

• PHILLIP PETTY, formerly with WICS (TV) Springfield, Ill., named director of public affairs of WWL-TV New Orleans.

• EDWARD C. (CHIEF) HORSTMAN, 51, director of engineering and business manager of WQED (TV) Pittsburgh educational station, drowned in Allegheny River July 30. Mr. Horstman entered radio in 1927 and was associated with NBC and ABC.

• DAVID L. SCHNEIDER, director with KARD-TV Wichita, Kans., who earned Master's degree in tv at U. of California, named program manager.

• TOM ABERNATHY named program manager, and WAYNE VAN DINE assistant program manager, of WSTV-AM-FM Steubenville, Ohio.

• SANDY PAUL, formerly with WMGM New York, joins KAFE (FM) Oakland, Calif., as program director and chief announcer. DENNIS LEWIS, formerly with KKIS Pittsburg, Calif., to KAFE as announcer.

• JIM CHASE, formerly with KSYD Wichita Falls, Tex., named program producer of KWON Bartlesville, Okla. PETE BRYANT, RAY MORGAN, formerly of KSEO Durant, Okla., and CHERLIE WILSER, formerly of KOFO Ottawa, Kan., join KWON as air personalities.

• PATRICK CALLIHAN, formerly pro-

It takes the

WCKY · BIG Y

to cover the TRI-STATE trading area of CINCINNATI

We've a file full of figures* on the size, scope and importance of the Tri-State Cincinnati Trading Area—such as it covers 1,778,000 people in 31 counties of Ohio, Kentucky and Indiana, but YOU know all that, including the fact that Cincinnati is one of the Top Twenty Markets of the country.

And when YOU want to cover Cincinnati with a radio campaign, you want to cover ALL of it, not just the 31%, or 556,800 people, who live within the city limits of Cincinnati. So to cover all of the Tri-State Cincinnati Trading Area, you've got to have power—and BIG Y has lots of power—50,000 watts of it, which is one reason why you can depend on WCKY to reach all of the Cincinnati Trading Area. Then when you add listener acceptance, live wire merchandising promotions, imaginative programming and first rate news coverage, *then* you KNOW your best buy is BIG Y—WCKY, that is!

*Tom Welstead in WCKY's New York office and AM Radio Sales in Chicago and the west coast, have files full of such figures too!

Cincinnati, Ohio

duction manager of WMSB (TV) East Lansing, Mich., appointed station relations associate of National Educational Television and Radio Center, N.Y.

• HARRY ZVI SHOUBIN, director-producer with WJZ-TV Baltimore, named assistant program manager.

• PAUL JAMES, sportscaster-announcer, appointed sports director of KDYL and KTVT (TV) Salt Lake City.

• SHIRLEY DIXON, traffic supervisor of KFMB-TV San Diego, named to new post of operations manager.

• GLENN WILLIAMS, formerly news director of WNDR Syracuse, joins news staff of WSEN Baldwinsville, both New York.

• LEN LUNDMARK, formerly with sales staff of KFSD-TV San Diego, to H-R Television Inc., L.A., in sales capacity.

• GEORGE WALTON III, air personality, from KJAY Topeka to KLEO Wichita, both Kansas. ROGER N. WILSON, formerly with KBKC Mission, Kan., and BOB CAPPS, previously with KOA Denver, join KLEO news staff.

• JACK LALANNE, air personality of KTTV (TV) Los Angeles, to WNTA-TV Newark in similar capacity.

MR. GOODWIN

• BILL GOODWIN, formerly with sales staff of WMBR - AM - FM Jacksonville, Fla., named general manager of WIVY, that city. Mr. Goodwin has been in broadcasting over 20 years.

• DAVID DICK, who received scholarship to U. of Kentucky from WHAS Louisville in 1957, joins news staff.

• BY GOSDEN, formerly of KXEL Waterloo, to WMT Cedar Rapids, both Iowa, as air personality.

• ROGER S. DROLSHAGEN, formerly in pr capacity with Dodge Truck Div., Chrysler Corp., Detroit, joins local sales staff of WSMN Nashua, N.H.

• ALICE JOHNSON resigns from sales staff of WCAE Pittsburgh.

• AL RACCO, account executive with KLAC Los Angeles, to sales staff of KNX-AM-FM, that city.

• CHARLIE BOONE, formerly air personality and program director with KFGO Fargo, N.D., to WCCO Minneapolis-St. Paul as announcer.

• BERNARD GOODMAN, account executive with WBBM-FM Chicago, resigns.

• CARLTON LOWTHER joins sales staff of WJQS Jackson, Miss.

• JOHN DEAVER, technician with WCOV Montgomery, Ala., died by accidental electrocution while doing maintenance repairs at station transmitter Aug. 1.

• REV. C. E. DEAN, religious director of WFPA Fort Payne, Ala., died following heart attack suffered during program Aug. 2.

• JIM SPERO, formerly known as Jim Sparrow, joins KSFO San Francisco as air personality.

• JAMES C. KISSMAN, formerly assistant advertising manager with Capitol Records, Hollywood, joins sales staff of KBIQ (FM) Los Angeles.

• PAUL KENNEDY, formerly with Edward Petry & Co., N.Y., to Weed Television Corp. as office manager, L.A., and director of tv sales for West Coast.

• ROBERT O. MAHLMAN, formerly national spot tv representative with Edward Petry & Co., joins Daren F. McGavren Co., as manager of Detroit office.

• FRANK MEGARGEE, 23, son of Mrs. M.E. Megargee who owns WGBI-AM-FM and WDAU-TV Scranton, Pa., was killed Aug. 1 in automobile accident.

• JOSEPH A. BRANDT, formerly controller of National Telefilm Assoc., N.Y., has opened financial consultancy firm, specializing in investment services for tv film industry, at 250 W. 57th St., N.Y. Telephone Columbus 5-5511.

Programming

MR. COHN

• RALPH M. COHN, 45, president and founder of Screen Gems Inc., N.Y., died following a heart attack at home in Pound Ridge, N.Y., Aug. 1. Mr. Cohn was also vp of Columbia Pictures Corp., parent company of SG, had spent 13 years in Hollywood as motion picture producer for various companies until 1947 when he founded Pioneer Telefilms, N.Y., which was absorbed by Columbia Pictures in 1949 and re-christened Screen Gems. Mr. Cohn was appointed general manager of SG in 1949; vp in 1952 and president in 1958. At week's end, no successor had been named.

• RUSS RAYCROFT, formerly vp in charge of radio-tv with Robert W. Orr & Assoc., N.Y., to GAC-TV (General Artists Corp), that city, as general executive.

Upper Midwest Daytimer—early sign-on. Rich agricultural area. Opportunity for a branch studio in large nearby town. Station operating profitably and increasing volume steadily. Good potential for owner-operator. Price $85,000, with $25,000 down.

Northern California—250 watt fulltime facility in single station market with city retail sales in excess of twenty-one million. Station equipped for automation operation. Grossing between $3,000-$4,000 monthly and capable of doing more. Price $67,250 with $25,000 down—liberal terms on balance.

HAMILTON-LANDIS & ASSOCIATES, Inc.

BROKERS • RADIO AND TELEVISION STATIONS • NEWSPAPERS

WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
Ray V. Hamilton	Richard A. Shaheen	DeWitt 'Judge' Landis	John F. Hardesty
1737 DeSales St. N.W.	1714 Tribune Tower	1511 Bryan Street	111 Sutter Street
EXecutive 3-3456	DElaware 7-2754	Riverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

Globetrotters

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, and Oliver Treyz, president of ABC-TV, were slated to leave Friday from San Francisco on a five-week trip to Australia and the Far East. They plan to visit Sydney, Melbourne, Adelaide and other Australian points until Aug. 24, then spend a week in Tokyo after shorter stops in Singapore, Bangkok and Hong Kong, returning to New York headquarters Sept. 12. AB-PT owns a minority interest in News Ltd. of Australia, operator of broadcasting and publishing interests including NWS (TV) Adelaide and the recently formed Merman Entertainments Ltd., Sydney, which is Australian sales representative for ABC Films Inc. Mrs. Goldenson and Mrs. Treyz will accompany their husbands on the trip.

• WADE CROSBY, formerly western division manager of TV Industries Inc. (formerly C&C Corp.), to United Artists Television Inc., N.Y., as manager, syndication sales.

• BURT NODELLA, formerly in charge of network program development with ABC-TV, named assistant to Irving Briskin, Columbia Pictures vp in charge of production, Screen Gems, N.Y.

• RICHARD HIRSCH appointed vp for sales and manager of Chicago office of Bandelier Films (tv commercials, documentary films).

• ART MOGER, formerly eastern divisional director of sales promotion, advertising and publicity at Warner Bros., and ALAN B. JOHNSTONE, formerly account executive with KGO-TV San Francisco, join United Artists Television Inc., as eastern division manager, Boston headquarters, and account executive, western division, S.F. office, respectively.

• RAY FAVATA forms and assumes presidency and creative directorship of Ray Favata Productions Inc., commercial film firm. CARLTON REITER joins him as vp and manager. Address: 165 W. 46 St., N.Y. 36.

• JOHN FUGATE, formerly general manager of KATV (TV) Little Rock, Ark., ROBERT THORNE, account executive with WLWA (TV) Atlanta, BARNEY MACKALL, formerly with Official Films, GEORGE GILBERT, formerly with ABC, and STAN BYRNES named regional sales representatives of Flamingo Films, N.Y.

• HERBERT RICHMAN, formerly international and domestic traffic manager of Screen Gems, N.Y., to ABC Films Inc., that city, as international booker.

• PHILIP FRANK, formerly New York sales representative with MGM-TV and PHIL DONOGHUE, formerly producer, tv commercials with Transfilm, N.Y., to MPO Television Films, that city, as production coordinators.

• JERROLD M. MARSHALL, formerly sales representative with WHCT (TV) Hartford, Conn., to Sterling Television Co., N.Y., as account executive eastern division.

• DON COSTA, formerly artists and repertoire chief of ABC-Paramount, N.Y., to United Artists Records, that city, in similar capacity.

• RICHARD BOONE to direct as well as star in *Have Gun, Will Travel.*

• MAURICE GERAGHTY named producer-director of *Whiplash*, to be filmed by Associated Television Ltd. in Australia.

• BURT ROSEN, formerly partner in Berton Productions (independent tv packaging firm), joins Official Films Inc., N.Y., as account executive.

• HANK SNOW, country-western recording artist and part-owner of WTCW Whitesburg, Ky. and WHBT Harriman, Tenn., signs with Acuff-Rose Artists Corp., Nashville talent agency.

• PAUL ROSEN, formerly with CBS-TV's business affairs department, has joined forces with MACE NEUFELD and SHERWIN BASH to form new talent management firm, NRB, with offices in N.Y., Hollywood and London.

• ROBERT L. GLASER, previously account executive with Kling Productions, Chicago, named sales manager in charge of distributing new *Winter Tv Baseball* series for Max Cooper & Assoc., that city.

Equipment & Engineering

• DAVID H. COGAN, president and chairman of board of Victoreen Instrument Co., Cleveland, and formerly president of CBS-Columbia Inc., and CBS Inc. director, elected chairman of board of Federal Manufacturing & Engineering Corp., Garden City, N.Y.

• PHILIP D. TAYLOR, news service manager, AT&T, Washington, to assistant vp (public relations) New York Telephone Co., effective Sept. 1.

• ROBERT S. BURNAP retires as manager, commercial engineering, RCA Electron Tube Div., Harrison, N.J., continues to serve as consultant. He is succeeded by EDWARD C. HUGHES JR., administrator, commercial engineering programs.

• WILLIAM F. HURST, director of quality control with Hallamore Electronics Co., Anaheim, Calif., named to similar position with Leach Corp.'s Special Products Div., Compton, Calif.

• ROBERT W. CARR promoted from senior engineer to manager of microphone development department of Shure Bros. (electronic equipment, high fidelity components), Evanston, Ill.

• DR. ROY E. OLSEN named chief engineer of Lewis and Kaufman Div. of Monogram Precision Industries, Los Gatos, Calif., oscillator and transmitting tube manufacturer. He succeeds ALFRED THOMPSON, now general manager of division.

• DR. RUSSELL H. VARIAN, 61, scientist and board chairman of Varian Assoc., Palo Alto, Calif. electronics mfg. firm, died last week following heart attack aboard cruise ship, near Juneau, Alaska. Dr. Varian invented Klystron tube (electronics instrument vital to radar), and held more than 100 patents in microwave electronics and applied physics.

• WARREN E. DALBKE, equipment salesman with CBS Electronics, Danvers, Mass., promoted to district sales manager with headquarters in Chicago. CARL DIBLING named midwest field engineer for CBS Electronics.

Government

• LENORE G. EHRIG, Washington communications lawyer, elected president of Women's Bar Assn. of D.C.

• ROBERT H. DELLAR, 46, FCC engineer, died July 26 in Alexandria, Va., following heart attack.

• MAJ. GEN. WILLIAM WILSON QUINN named Army chief of information.

• STEPHEN J. ANGLAND, former attorney for House Legislative Oversight Subcommittee, has opened law office at 919 18th St., N.W., Washington. Telephone: Executive 3-1132. Mr. Angland specialized in FCC and CAB matters while with House subcommittee and developed several tv cases in which there were alleged improper attempts to influence Commission. He was also formerly with tax division of Justice Dept.

International

• JIM R. GRISENTHWAITE, retail sales manager of CKCK Regina, Sask., to general sales manager. RON A. LAMBORN, sales representative, succeeds him.

• CHARLES A. HARRIS, formerly assistant to director of television of CBC, Toronto, to director of public relations of Canadian National Railways, Montreal.

SPACE RELAY PLAN ON PAPER

RCA Astro-Electronic Div. publishes design for manned-satellite world relay

RCA over the weekend orbited to public attention a manned communications satellite. The design—still on paper—resembles a huge doughnut.

The company's scientists envision the satellite as fixed or anchored in space. This tv space station would relay tv signals and link together the world's major cities with both live television and microwave radio communications.

RCA said its engineers describe a network of three or four identical manned space stations which would be fixed permanently at points about 22,000 miles above the equator.

The design and explanation of a world tv hookup through space were worked out by specialists at RCA's Astro-Electronic Products Div. in Princeton, N.J.

A visual concept of the station satellite based on the advanced studies made on satellite communications by RCA engineers appears on the cover of the current *Electronic Age*, RCA's quarterly magazine (see below).

Rotates Slowly • The vehicle would be designed to rotate slowly on its axis to maintain stability and to provide artificial gravity for the service personnel aboard. It would move in its orbit at the same speed as the earth's rotation, thus anchoring it in space always over the same point on the earth's surface.

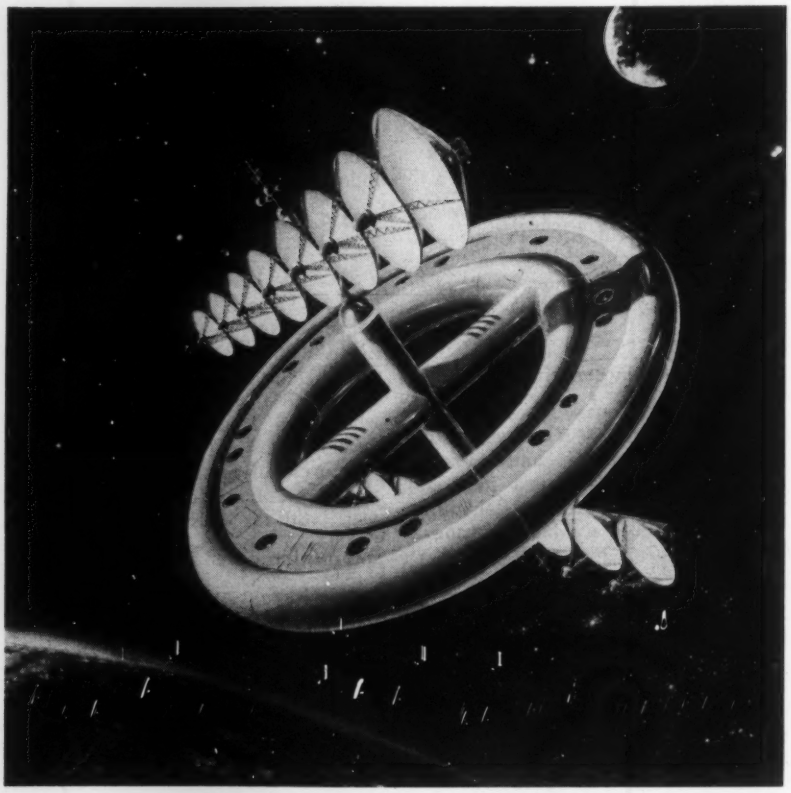
Each of the stations would be equipped with receivers and transmitters. These would relay tv and microwave radio signals originating at stations on the ground. Because signals used for tv and microwave radio communications are at frequencies which tend to travel in a straight line, relay points are required to direct the signals downward around the curvature of the earth to reach a distant receiver.

As seen by the RCA specialists, the satellite stations would serve as relay "towers" 22,000 miles high and at all times within direct line of sight of cities located thousands of miles apart.

Antennas Aimed • In the RCA concept, each satellite would carry a number of narrow-beam microwave antennas mounted on its axis, and each antenna aimed at a specific city or area on the earth. The antenna would be fixed directionally by a control system. A number of antennas also would be directed from one space vehicle to the next, permitting a relay of communications via these satellites to any point around the earth.

Another use according to RCA, would be serve as "orbital post offices" to handle mail at great speed and at a low cost. Such a postal system would use standard forms, similar to the V-Mail used during World War II, which would be converted to radio signals and then reconverted to letter form at the receiving post office.

RCA engineers estimated that crews of about a dozen electronic service specialists might man the stations. Taking a page out of science fiction, RCA created a picture of service specialists living aboard the satellites for specified periods and then rocketing off in travel to and from the earth in "personnel space vehicles."



MANNED COMMUNICATIONS SATELLITE
RCA's design for world microwave relay

Radio-tv output gains over last year — EIA

A total 2,782,715 tv sets were made the first half of this year (including 180,443 with uhf tuners), compared with 1958's six-month output of 2,167,930 (209,726 uhf). Figures are from Electronic Industries Assn.

Last June's tv set output was 571,003 (29,064 with uhf), compared with June 1958's 337,090 (36,811 with uhf). Sales of tv receivers in the first half of 1959 were 2,263,957. In the like 1958 period 2,177,652 tv's were sold.

Radio manufacturers produced 1,430,165 receivers (including 637,806 automobile sets) last June. In June 1958, 742,426 radios (235,433 for autos) were made. Output in the first half of this year was 7,107,586 radios (2,900,196 auto). 1958's first-half figure was 4,619,163 (1,464,519 auto).

Retail radio sales, excluding auto sets, in the first half of 1959 were 3,158,881 compared with 1958's first half of 2,712,134.

Claims top tv volume

Zenith Radio Corp. last week laid claim to being the country's No. 1 "television producer in terms of volume," with percentage of industry tv sales "our highest ever." According to Joseph S. Wright, its president. Zenith deprived many of its 8,500 employes of

their vacations during two weeks in July to turn out some 1,400 tv receivers each day, because there has been "absolutely no letup in demand."

Mr. Wright also predicted again that Zenith's second quarter sales and profits would reach new highs and that the first half of 1959 would set new records for the company, as well as the complete year.

RCA pits Nuvistor against transistors

The electron tube business is not dead, despite inroads of semiconductors, Douglas Y. Smith, vice president and general manager, RCA Electron Tube Div., said Wednesday (Aug. 5). Tubes account for approximately 90% of the annual volume of electronic equipment, transistors and other semiconductors about 10-12%, he said.

Speaking in Los Angeles in presenting RCA's Nuvistor tube to west coast electronic manufacturers, Mr. Smith said that since the thimble-sized tube was unveiled in New York in March (BROADCASTING, March 16), about 1,000 samples had been distributed to more than 100 of RCA's customers and competitors and already is winning wide acceptance. Machinery for assembling the tiny tubes is now being designed and it is anticipated that the Nuvistors will go into limited commercial production about the first of next year.

Prophets have been predicting the early demise of electronic tubes ever since the advent of transistors about 11 years ago, Mr. Smith noted, commenting that without a breakthrough like the Nuvistor, which represents a radical departure from the traditional vacuum tube design, "we'd be pessimistic about the future, too." But this new tube concept holds every possibility of keeping this element of the tube business in a very healthy state, he declared.

Electron Corp pushes low cost tv packages

Drive to capture the low cost, low power tv station equipment market has been put into high gear by the Electron Corp., a subsidiary of Ling-Altec Electronics Inc., Dallas, Tex.

Electron Corp. is offering a low power package of station equipment—including live camera chain, film chain, transmitter and antenna—for $26,500.

Competitive low-power packages (by Sarkes Tarzian Inc., Adler Electronics Inc., RCA and GE) run from $45,000 to $60,000, it is understood.

The Electron Corp. firm also offers itself as consultants to applicants using its equipment, helping them fill out and file applications with the FCC. It also has made arrangements to help small city stations with film programming.

There have been nine applications filed using Electron Corp. equipment. They involve the following cities: Richardson, Tex.; Alpine, Tex.; Flagstaff and Douglas, Ariz.; Missoula, Mont.; Fort Smith, Ark., and Reno, Nev., and Grand Island, Neb. Some 16 more applications are being processed by Electron now.

The company is headed by Mort Zimmerman, former broadcast engineer. Mike Ling is broadcast sales manager.

The equipment is engineered to cover small communities with a radius of 15-20 miles with an antenna height of 100-200 ft.

The company offers both legal and engineering aid in preparing applications for FCC approval. It has set up a special department to process such applications in an attempt to procure these construction permits. If the applicant secures the grant, he must promise to use Electron equipment. If the grant is denied because of the inability of the customer to meet FCC standards, a small charge ($200-$500) will be made.

The company also has made arrangements to refer television station owners to several film companies so that a minimum film programming schedule of at least four hours per day —30 days per month—will be available.

The company also offers to aid customers in financing, with payments over a period of 24 months or more.

The merger of the Ling and Altec companies, which took place earlier this year, resulted in a consolidated company with total assets of over $14 million. The Ling company was established in 1955 and specialized in electronics test equipment. The Altec company is best known for its line of microphones and speakers.

• Technical topics

• Minnesota Mining & Manufacturing Co., St. Paul, had $108,339,894 second quarter sales and $14,246,327 earnings (84 cents a share)—the highest quarter recorded at 3M. Last year's figures for the period: $91,054,230 sales; $9,747,291 (58 cents a share) earnings. Common shares outstanding on June 30, 1959: 16,986,593. Last year's figure: 16,876,196.

• Motorola Inc., showed a whopping 49% increase in second quarter net sales and a four-fold boost in net earnings over the same period last year. The Chicago electronic manufacturer reported net sales of $65,214,062 and net earnings of $3,269,944, or $1.69 per share—both the highest in

"Shop At the Store With the Mike On the Door," the RCA Thesaurus exclusive merchandising plan, is the doorway to **extra income** for over 750 radio stations. Dale Woods, Manager of KUEN, Wenatchee, Washington, wires as follows:

"We billed $12,500 in 13 weeks with SHOP AT THE STORE WITH THE MIKE ON THE DOOR . . . 39 participating sponsors very happy . . . a great campaign."

There's plenty of new business **in store** for you, too. Write for all the details now!

RCA THESAURUS

155 East 24th St., New York 10, N.Y.
Chicago, Nashville, Atlanta, Dallas, Hollywood

its 30-year history. Net sales were $128,867,246 and net earnings $5,886,371 for the first six months of 1959, also a new record.

• The Allen B. DuMont Labs books show a loss of $29,826 on sales of $4,786,272 for the second 12 weeks of this year (to June 21). For the first 24 weeks the loss was $117,672 on sales of $9,243,436. This compares favorably with a loss of $5,124,000 on sales of $18,493,000 during the first six month of last year. DuMont president D. T. Schultz stated that the current debt has been reduced by $3,235,000 since Jan. 1.

• Muntz Tv Inc., Chicago electronics manufacturer, chalked up record sales and earnings for the 10-month period through this past June—sales of $5,519,039 (against $2.3 million the same period last year) and earnings of $320,235, or 28 cents per share (as compared with $124,989, or 11 cents a share). Harold S. Lansing, attorney for the firm, revealed that Muntz expects to pay off $1.3 million in back taxes, and $300,000 in local levies by next spring.

INTERNATIONAL

CANADA'S TV LAND-RUSH STARTS

Second-station hearings begin Jan. 18, 1960; Winnipeg to be first

With the "land rush" on for privately-owned tv facilities in Canada, the hottest competition has begun to shape up in the six major markets: Toronto, Montreal, Quebec, Winnipeg, Vancouver and Halifax.

The action was touched off last month by the Dominion's announcement that it would drop its present restrictive policy of just one station per market (BROADCASTING, July 28).

First on tap for consideration by the Board of Broadcast Governors will be Winnipeg, where hearings will be held Jan. 11, 1960. At least three applicants are expected to be heard, including CJOB Winnipeg, CKY Winnipeg and a group of businessmen (some owners of CKRC Winnipeg) under the name of Red River Television Assn.

The week of Jan. 18, BBG hearings will be in Vancouver. The local CKNW and CKWX along with the *Vancouver Province and Sun* have announced they will jointly seek private tv facilities. Applicant name will be Metropolitan Television Ltd., headed by CKNW President Frank A. Griffith. Mr. Griffith estimated it would be a $1.5 million plan and said that, if granted, the new station would build for color telecasting.

Toronto Competition • Though hearings on new applications for Toronto are not expected until late March of 1960, at least a half dozen applicants are expected. These are CFRB, CKEY and CKFH (all Toronto), Famous Player Corp. (part owner of CKCO-TV Kitchener, Ont., CKMI-TV and CFCM-TV Quebec City) and Roy Thomson, owner of three northern Ontario stations. Mr. Thomson also has been associated with Scottish Television, which inaugurated commercial television in Scotland.

Already lining up for Montreal tv facilities are CKAC, CFCF and CKVL, all radio stations in that area.

No dates for hearings on Quebec and Halifax have been set. Observers expect that the timetable for second station operations in Canada would not provide for starts before next summer.

Also, while it is expected that some of the prospective financing might come from interests outside the Dominion, it is pointed out that under the Canadian Broadcasting Act, as revised last year, no more than 25% ownership can be foreign. Maximum in the U.S. is 10%.

New Ground Rules • Along with its new policy, the BBG has laid down its proposed regulations for Canadian tv station operations after July 1, 1960. As announced July 28 by Dr. Andrew Stewart, chairman, the emphasis will be on high Canadian program content in peak listening hours.

The new regulations were announced at this time to give prospective applicants for second television stations in all Canadian cities an understanding of conditions under which they will be required to operate. Public hearings on the regulations are to be held at Ottawa on Nov. 3.

Chairman Stewart said that each applicant for a tv license would be required to state his programming plans. "What they propose to do will be a commitment on their part. They will be required to do what they promise. Fulfillment of promises will be a condition of the license" he stated.

New tv licenses will be granted for a five year period and may not necessarily be renewed. The BBG was advising all applicants in advance of this stiff condition.

U.S. Network Rule • The proposed regulations will not permit any station to make direct program connections with American networks without BBG permission. Such permission will be required for each program, although a blanket seasonal permit could be given for a specific program, BBG chairman Stewart stated.

A high 55% Canadian program content on a weekly average would be required during peak evening hours, from 8-11 p.m. Two hours of this period must be reserved by all stations for purposes prescribed by the BBG. While the BBG did not explain in detail what would be required to be telecast during the two hours of reserved time each evening, there is a possibility that some of this might be used for educational purposes, since educational interests right across Canada are clamoring for tv station licenses or time on tv stations. With limit of two tv stations in any one Canadian city, time for educational tv would have to be found on these stations. Only exceptions to the two sta-

How option time will work there

New system of television network time on Canadian Broadcasting Corp.'s English-language network goes into operation this fall. The plan will call for 34 hours and 35 minutes of option network time, 19 hours and 55 minutes of limited network time, and 10½ hours of local time during afternoon and evening hours.

New is the use of limited option time, when independent stations of the network can take network time if they wish for sustaining programs and advertisers can buy network time on independent stations.

The plan was worked out by CBC and its affiliates earlier this year to provide an equitable division of time for both network and local programming. Of the 10½ hours of local time on the network, 8 hours are in prime evening time.

All stations on the network will have to carry commercial and sustaining shows in the option time periods. CBC stations will also carry all programs on the limited network.

tions in one city would be in Montreal, Quebec and Ottawa, where there are already two stations, one telecasting in English, the other in French.

Dominion Flavor Sought • The high Canadian program content is based on the Canada Broadcasting Act's section 10 which requires stations to provide a varied and comprehensive fare "basically Canadian in character." Canadian program content will be measured in a number of ways, including nationalities of actors, writers, producers of live shows, corporate standing of film companies, production in Canadian studios, cost of production, and other measures. This would require a great deal of checking by a greatly expanded BBG which at present does not exist. The public hearings to be held in November may result in this regulation being watered down considerably because of the cost of its enforcement.

That this high Canadian program content is aimed at reducing use of American programs, especially film shows, is made quite clear. The proposed regulation encourages importation of British and French film programs by planning to give such programs a 50% Canadian content allowance. To meet the proposed regulations American film companies have already entered the Canadian film field by setting up Canadian producing companies and units. Film production in Canada can be expected to boom, since there is not enough local talent available in most Canadian cities to provide for live Canadian shows each evening.

The BBG will aid Canadian stations in producing more live Canadian programs by allowing them to form local and regional networks. This has been a prerogative to date of the Canadian Broadcasting Corp., government-owned system, which has used its own and independent stations in such networks. Now competing networks are to be permitted giving independent stations an opportunity of producing and sharing costs of live Canadian shows, and picking up American network programs.

Darkness Until Noon • Proposed regulations will allow no tv programming before noon, except for children's shows on Saturdays, religious programs and school broadcasts. Only other exception is daily morning hour given over solely to advertising, a sort of shoppers' service, giving housewives data on bargains and sales for the day. This type of program has been found successful in Great Britain.

In limiting the telecasting hours, Chairman Stewart explained this would free stations of expense of additional programming, allowing them to spend more money on good programming during the telecasting day from noon to midnight or later.

The 55% Canadian program content will even mean that the CBC will have to use more Canadian programs during peak evening hours than it has so far, as its Canadian content has averaged just under this over the past few years. This will jack up CBC expenditures, already at a record level.

The high Canadian program content will make operation of Canadian tv stations more expensive, and advertisers may not be able to meet the entire bill. The proposed regulations will likely cut the number of applicants for second tv stations in major cities.

• Abroad in brief

• Radio receiver sales in Canada during the first half of 1959 were up and television set sales were almost even with those of last year, according to figures of the Electronic Industries Assn of Canada. Radio set sales totalled 260,254 in the January-June 1959 period, compared with 223,316 a year ago. Greatest increase was in automobile sets, up from 47,704 units to 66,195 this year. Transistor receiver sales totalled 46,553 sets in the first six months. Television receiver sales totalled 164,381 units as against 164,407 in the previous year.

• The seventh International Advertising Film Festival at the Lido, Venice, will have separate categories for tv and movie commercials next year. Each category will have its own judges. The event is scheduled June 6-10.

• The Bureau of Broadcast Measurement, Toronto, co-operative industry organization, has announced that its fall survey for all parts of Canada will be held Nov. 2-8. The BBM board decided at the time of its spring survey that broadcasting station members who put on special promotional campaigns during the survey week would be expelled from the organization.

• CKGM is the designation of the 10 kw Montreal, Que., station on 980 kc. licensed to Geoff Stirling of CJON-AM-TV St. John's, Nfld. The Montreal station's corporate name is Maisonneuve Broadcasting Corp., and is expected to be on the air this fall. It is first new radio station licensed in Montreal in 14 years.

• CKKW Kitchener, Ont., new 1 kw station on 1320 kc, went on the air on Aug. 1 with 19 hours of daily broadcasting. Alan Hodge, former news director of CKCO-TV Kitchener, Ont., is manager. All-Canada Radio & Television Ltd., Toronto, Ont., is representative.

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Cartoon clown leads a double life

In the eyes of young viewers of *Bozo the Clown,* "make-believe" has been made reality through the antics of a live host personality who is as successful as his cartoon counterpart in capturing their imagination. The two *Bozos* (see pictures) are capturing young viewers in a number of cities from Los Angeles to Boston.

Jayark Films Corp., New York, distributor of the *Bozo* library of 6½-minute cartoons, found itself getting into live programming when stations began building live shows around the package of 156 film episodes.

KTLA (TV) Los Angeles spearheaded the movement last January and since then has served as the training ground for other live Bozos who came to study its technique. Jayark went into mass production of authentic costumes through Larry Harmon Pictures Corp., Hollywood, producer of the cartoons. Booklets and format outlines based on KTLA's success also were distributed.

Bozo's double life is nurtured by such national advertisers as Carnation milk, Ideal Toy Co. and Bosco, who buy spots wherever *Bozo* appears. With dozens of children in the studio audiences, sometimes copy preparation is unnecessary. Sales success may instead result from games involving the product and the audience. Example: a frankfurter sponsor gets results from a game in which the children each try to take the biggest bite out of hot dogs.

Merchandising and promotion activities of the live personalities cover a wide field. Manufacturers of Bozo-licensed merchandise include makers of dolls, toys, balloons, masks, glassware and a complete line of soft goods. *Bozo* frequently makes live appearances before parent-teacher associations and other community groups.

CLOWNING IN SEVERAL DIMENSIONS

Jerry Sando (l) of KING-TV Seattle, takes a cue from cartoon 'Bozo'

The voice of *Bozo* in the tv series and on Capitol Records, where the character was created, is that of Larry Harmon.

The quality-quantity question

A new technique for promoting an independent station against competing network affiliates is being pushed by WPIX (TV) New York in a series of luncheon presentations to agencymen. The idea is that while a network station's audience may be larger in size, it doesn't differ in quality—i.e., proportionately, there are just as many car owners, or home owners, or professional people represented by one rating point on WPIX as on a network station. The argument is backed by a Nielsen study said to be the first of its kind in this type of audience research.

The WPIX presentation is designed to combat an idea it feels some agencies have that audiences of independent stations not only are smaller but are of different composition than those of network-affiliated rivals. The station feels the size-of-audience factor can be met competitively by difference in station rates, but that new research has been needed to go into the question of qualitative equality.

Area approach by Avery-Knodel

A regional approach to market research for the sale of spot television highlights two studies being announced today (Aug. 3) by Avery-Knodel, station representative. One is titled "Midwest Marketing Today," the other "Spotlight on the Southwest, Newest Land of Marketing Opportunity." Both point up the growth of the regions and advantages of spot television in reaching the sales potential they offer to advertisers. Presentation of the studies to advertisers and agencies already is underway.

Ratings double with color

A 35-foot model of an RCA Victor color tv set constructed in San Francisco's Union Square served as the stage for a joint promotion of fall women's wear fashions and color television last month.

The annual fashion festival sponsored by the San Francisco Fashion Industries Manufacturers & Wholesalers Assn. and 12 cooperating department stores, also had the support of Leo J. Meyberg Co., local RCA Victor distributor.

KRON-TV San Francisco, through NBC-TV's west coast color tv mobile

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unit, colorcast two half-hour noontime shows July 23 and 24 and reported double the usual ratings for the time period. More than 80 RCA dealers in the Bay Area reported crowds at their stores to see the shows as a result of 17,000 invitations mailed out to the dealers' customer lists. An estimated 30,000 saw the shows in the tree-lined square. The mammoth-sized set contained dressing rooms for 40 models, who made their entrances to the ramp from the center of the giant receiver screen.

KYA cable-car party

KYA San Francisco took over one of the city's cable cars for three days last month. Disc jockeys rode around in the cable car (emblazoned with a six-ft. banner stating everyone could ride free) broadcasting, conducting contests with passengers and giving away 45 rpm discs.

20,000 at the outing

More than 20,000 persons were counted by WPOP Hartford, Conn., last month at its "Family Outing Day," audience-appreciation event. Announcements invited listeners to Riverside Park, some 25 miles from Hartford, where station talent staged a special show climaxed with a fireworks display. The station provided free hot dogs, soda pop, prizes, bargain prices on all rides in the amusement park and free bus transportation to and from the park.

Diplomatic mission

Thirteen-year-old Allan Smith, "Ambassador" of WAVY-TV Norfolk-Portsmouth, Va., was in New York last month making diplomatic calls along Madison Avenue. He carried a three-minute flip card sales presentation and was dressed in morning coat, striped trousers, ascot and black homburg. His visit was supervised by Mike Schaffer, the station's promotion director, and agency contacts were set by account executives of H-R Television Inc., national representative. Young Allan is the son of a WAVY-TV employe.

Program-publicity splash

There's nothing like a broadcasting splash party to cool things off in 90-degree temperatures, according to WBBM Chicago. The station took advantage of the weather for a morning of cool remote programming and took news media friends along for the show.

Cast members from three of WBBM's live music-variety shows improvised a poolside studio at the suburban Wilmette, Ill., home of station m.c. Mal Bellairs. Nearly a score of station performers were on hand to air the *Josh Brady Show*, *Music Wagon* and *The Little Show* on July 20, 7:30-9:45 a.m. and 12:15-12:30 p.m.

Newsmen got a chance to meet the casts, enjoy a swim in Mr. Bellairs' pool and have breakfast or brunch with the pool party.

WISN lets them eat cake

Late last month WISN Milwaukee staged a continuous six-hour party to commemorate its 37th anniversary.

The scene: the Mayfair Shopping Center where WISN personalities dispensed autographs, 2,357 pieces of birthday cake, coffee and milk. The station also distributed tokens, scattered liberally throughout the cakes, good for Mayfair gift certificates. WISN aired hourly cut-ins from one of its mobile units on location.

Milwaukeeans also were advised of the occasion by a sign on city hall reading: "A salute to WISN Radio, 37th anniversary today."

Developing downtown potential

Six months of free advertising valued at $3,000 is being offered by WICC Bridgeport, Conn., to prospective downtown merchants there. Kenneth Cooper, WICC president, explains that the offer will serve as an incentive to a businessman or retailer who would be interested in locating in any of several vacant downtown locations. Mr. Cooper indicated the free advertising plan may be extended to include other major business centers in WICC's area.

Graphology on WTCN

WTCN Minneapolis-St. Paul gives listeners the chance to find out what a handwriting expert thinks of their character in its *Frank Buetel Show* (daily, 1-3 p.m.). Listeners wishing to have their handwriting analyzed send samples to a local handwriting authority. This handwriting expert broadcasts her analyses on the *Buetel Show*.

• Drumbeats

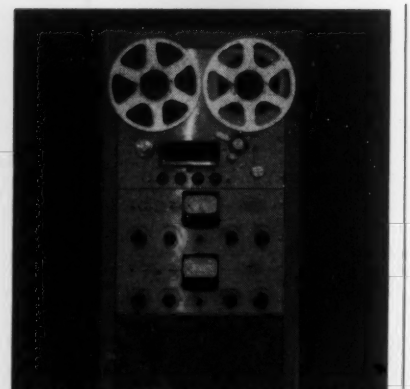
• WTIC Hartford, Conn., has installed remote broadcasting equipment at the headquarters of the state's police department so that the police can broadcast emergency warnings and traffic conditions over the station. Reports are carried regularly on Friday, Saturday and Sunday at peak traffic times.

• "Keep us with you at all times" is the slogan on a first aid kit given by WOWO Fort Wayne, Ind., to people interviewed by its mobile newswagon throughout the summer.

• WNAR Norristown, Pa., warned businessmen against accepting hundred-dollar bills when it learned counterfeit money was circulating in the area. To see if merchants got the message, WNAR News Director Jim Klash tried to pay for merchandise with a bona fide bill. Nine stores turned him down. He telephoned progress reports for broadcast as he went shopping.

• KBIZ Ottumwa, Iowa, helped local merchants celebrate their first annual "Krazy Daze" event the past fortnight with its own assortment of "crazy" stunts—both on the air and all over town. The station paraded its d.j. Gene Kaye in strait jacket and mask through Ottumwa with a sign reading, "Everybody listens to KBIZ . . . except me." He was accompanied by his "doctor," d.j. John Reardon. In another stunt, a professional steeple-jack climbed the flag pole on the town's tallest building and did a 15-minute remote broadcast.

• WMT Cedar Rapids, Iowa, reversed the usual gift-getting to gift-giving for its 37th birthday July 30. The station's 10 disc jockeys forwarded 137 record albums to listeners who sent in



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ABP

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS

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Gallentry in the sales game • "On to 22" was the by-word last month for 25 sales secretaries of H-R Television Inc. and H-R Representatives Inc., both New York. On three consecutive weekends the girls were invited on "get acquainted" tours of WGBI-WDAU-TV Scranton-Wilkes-Barre, Pa. Inspiration for the invitation came one Saturday morning when Gail Thomas, an H-R Television secretary and a native of Scranton, called at the WDAU-TV studios "to look around." Vance L. Eckersley, vice president and general manager of the tv station, made note of Miss Thomas' remark that she had never seen or been to any radio or television station.

Going in groups of about eight each weekend, the girls were headquartered at High Point Inn, a resort hotel in the Poconos. Saturdays were spent touring the station and transmitter facilities. On Sundays the secretaries toured the Poconos in a station wagon before leaving by train Sunday evening.

Above are embarking members of one weekend (l to r): Margaret Hughes, Ydeen Francis, Joan White, Mildred Pearce, Marie Reiter, Jane Dorman.

birthday postcards from 62 counties in Iowa, Wisconsin, Illinois and Minnesota.

• Two near-accidents on a dangerous hill prompted management of CKBB-CKVR-TV Barrie, Ont., to put up a traffic sign on its own. The sign, identified as a CKBB-CKVR-TV courtesy card, warns motorists to be sure of brakes before proceeding down the steep hill.

• An "Oldest Radio Contest" by WAZL Hazleton, Pa., turned up a Westinghouse Model 3-A built between 1922 and 1923. Runner-up in a field of 28 antique receivers was a Fried-Risman built in the 1927-28 period. Both are still in good working order, WAZL reports. Entries were displayed in a local appliance store. The prizes: new radios.

• Newsfilm shot by KTBC-TV Austin, Tex., of a wind storm became the basis for settlement of an insurance claim. The manager of a bowling alley under construction learned from a KTBC-TV news show that high winds had blown the building over. By the time insurance representatives arrived to take a picture of their own, the debris had been blown and cleared away from the area.

• A two-color file folder is used by KTTS-AM-FM-TV Springfield, Mo., to enclose advertiser-agency mailings. Inside the piece is a coverage map and the folder's four sides give market and buying data. There is space for the recipient's name to be hand-lettered. Another addition to the station's promotion kit is a monthly publication, the "KTTSalescaster." It contains news and pictures of accounts, staff and programming and goes to druggists, grocers, hardware stores, agencies, representatives and business prospects.

• While some stations stage contests and comb the countryside for beauty, KOCO-TV Enid, Okla., need look no farther than its reception desk. (Sizzlin') Liz Martin, chief receptionist for KOCO-TV was state runner-up in the "Miss Universe" preliminaries last month.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

July 30 through August 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. ed.—educational. Ann. Announced.

New Tv Stations

ACTIONS BY FCC

Escanaba, Mich. — Norbertine Fathers. Granted vhf ch. 3 (66-72 mc); ERP 100 kw vis., 60 kw aur.; ant. height above average terrain 853 ft., above ground 804 ft. Estimated construction cost $327,500, first year operating cost $85,000. P.O. address 115 S. Jefferson St., Green Bay, Wis. Studio location to be satellite of WBAY-TV Green Bay, Wis. Trans. location near Powers, Mich. Geographic coordinates 45° 42′ 45″ N. Lat., 87° 31′ 30″ W. Long. Trans.-ant. RCA. Norbertine Fathers own WBAY-TV Green Bay, Wis. Escanaba station would be satellite of WBAY-TV. Ann. July 30.

Walla Walla, Wash.—Northwest Bcstg. System Inc. Granted ch. 22 (518-524 mc); ERP 263 kw vis., 144 kw aur.; ant. height above average terrain 1,330 ft., above ground 151 ft. Estimated construction cost $17,941, first year operating cost $217,000, revenue $250,000. P.O. address 13273 Ventura Blvd., North Hollywood, Calif. Studio location Walla Walla, Wash. Trans. location McIntyre Point, Ore. Geographic coordinates 45° 48′ 36″ N. Lat., 118° 6′ 7″ W. Long. Trans.-ant. RCA. Legal counsel Richard H. Burton, North Hollywood, Calif. Consulting engineer J. Glen Turner, Encino, Calif. Owners are **Warren L. Gray** (32%), **Sara W. Holton, Edith L. Wellington** and **William F. Barclay** (20% each) and **Alma Carraher** (8%). Messrs. Gray and Barclay are engineers with **KHJ Los Angeles**; Mrs. Holton and Mrs. Wellington are housewives. Mrs. Carraher is nurse. Ann. July 30.

APPLICATION

Wilmington, Del.—WIP Bcstg. Inc. vhf ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant height above average terrain 888ft., above ground 906 ft. Estimated construction cost $1,583,978, first year operating cost $1,155,000, revenue $1,888,000. P.O. address % Benedict Gimbel Jr., 35 S. 9th St., Philadelphia. Studio location Wilmington, Del. Trans. location near Clayton, N.J. Geographic coordinates 39° 39′ 38.5″ N. Lat., 75° 01′ 59.4″ W. Long. Trans.-ant. RCA. Legal counsel Welch, Mott & Morgan. Consulting engineer Page, Creutz, Steel & Waldschmitt. WIP Bcstg. Inc. is licensee of **WIP-AM-FM Philadelphia; Benedict Gimbel Jr.**, president, owns 51% of majority stock. Ann. July 30.

Existing Tv Stations

ACTIONS BY FCC

KNOE-TV Monroe, La., WNOE & aux., New Orleans, La.—Granted renewal of licenses. By letter, reminded KNOE-TV of requirements under Commission's Editorializing Report as result of complaint alleging unfair treatment of subscription tv issue. Comr. John Cross dissented. Ann. July 30.

WTIM (TV) Laurel, Miss.—Waived sects. 3.613 (a) and 3.685 of rules and granted application to change ERP to 17.1 dbk (51.3 kw) vis. and 14.8 dbk (30.2 kw) aur.; change trans., antenna and other equipment; ant. 490 ft.; and change trans. site and main studio location to present location of WDAM-TV (ch. 9) Hattiesburg, about 17.5 miles southwest of Laurel; conditioned that operating authority for these facilities will not be granted until WDAM-TV terminates operation on ch. 9 in Hattiesburg. Comr. Robert Lee dissented. (On June 1 Commission shifted ch. 9 from Hattiesburg to Baton Rouge, effective July 6, but permitted WDAM-TV to continue operation on that channel in Hattiesburg until such time as a station operation on ch. 9 in Baton Rouge is ready to commence. Ann. July 30.

WINR-TV Binghamton, N.Y.—Granted cp to move present 10-watt experimental uhf co-channel TV repeater station KE2XXP in the direction of Owego to further test feasibility of employing vertically polarized transmissions to fill in "shadows" in WINR-TV service area; engineering conditions; remote control permitted, with conditions. Ann. July 30.

WXTV (TV) Youngstown, Ohio—Waived Sect. 1.305 (c) of rules and granted mod. of cp to change frequency to ch. 45, increase ERP to 9.4 dbk (8.71 kw) vis. and 6.7 dbk (4.68 kw) aur.; change ant. and other equipment; ant. 330 ft.; conditioned that operating authority will not be granted for this operation until WKST-TV commences regular program operation with facilities authorized by above item. Ann. July 30

KSWO-TV Lawton, Okla.—Granted application to change trans. location from about 4 miles east of Lawton and 49 miles northeast of Wichita Falls, Texas, to about 32 miles from Lawton and 24 miles from Wichita Falls, increase ERP to 25 dbk (316 kw) vis. and 22 dbk (158 kw) aur., change type of ant. and trans. and make other equipment changes; ant. 1050 ft. Ann. July 30.

WKST-TV New Castle, Pa.—Granted application to change frequency to ch. 33, increase ERP to 23.2 dbk (209 kw) vis. and 20.2 dbk (105 kw) aur.; change ant. and other equipment; ant. 580 ft.; and change station and studio locations to Youngstown, Ohio; engineering condition. Ann. July 30.

KRTK (TV) Houston, Texas—Granted renewal of licenses. By letter, is being reminded of reqirements for full identification of source and/or sponsor as a result of its telecasting of kinescope summaries of "Kohler hearings." Ann. July 30.

KLTV (TV) Tyler, Texas—Granted renewal of licenses. By letter, is being reminded of requirements under Commission's Editorialization Report as result of complaint alleging unfair treatment of subscription tv issue. Ann. July 30.

APPLICATION

WPCA-TV Camden, N.J.—Mod. of cp to change station location to Philadelphia, Pa.; change trans. and studio locations to 1300 Mermaid Lane, Wyndmoor, Pa.; change ERP to vis. 11.94 kw, aur. 6.446 kw; type of ant. to RCA TFU-21-DL; make changes in ant. structure and equipment and ant. height above average terrain to 751 ft. (Request waiver of Sec. 3.613 [a] and 3.685 [a] of rules). Ann. July 30

Translators

Columbia George T.V., Inc., Hood River, Oreg.—Granted cps for two new tv translator stations to translate programs of Portland, Ore. station—one on ch. 70 to translate programs of KPTV (TV) (ch. 12) and other on ch. 79 to translate programs of KOIN-TV (ch. 16). Ann. July 30.

New Am Stations

ACTIONS BY FCC

Nome, Alaska—Arctic Bcstg. Assn. Granted 850 kc, 5 kw unl. P.O. address 5101 N. Francisco Ave., Chicago. Estimated construction cost $43,450, first year operating cost $25,000. revenue $25,000. Parent organization of applicant is non-profit **Evangelical Mission Convenant Church of America.** Ann. July 30.

Pine Bluff, Ark.—Jefferson County Bcstg. Co. Granted 1270 kc, 5 kw D. P.O. address Pine Bluff. Estimated construction cost $26,525, first year operating cost $36,000 revenue $45,000. Principals are equal partners Gen. Manager **Louis Alford,** Technical Dir. **Phillip D. Brady,** and Secy.-Treas. **Albert Mack Smith.** All are equal partners of **WAPF McComb, Miss.; WMDC Hazelhurst, Miss.,** and **WABL Amite, La.** Ann. July 31.

Lenmore, Calif.—Radio Lenmore. Granted 1320 kc, 1 kw D. P.O. address 605 N. Sunnyslope Ave., Pasadena, Calif. Estimated construction cost $33,130, first year operating cost $60,000, revenue $75,000. Principal owner, **Joseph E. Gamble** (90%) also owns **KJOY Stockton, KWIP Merced,** and 50% of cp for am station in **Santa Rosa,** all **California** Ann. July 30.

Clewiston, Fla.—Peoples Bcstg. Service. Granted 1590 kc, 500 w D. P.O. address Box 1486, Fort Myers, Fla. Estimated construction cost $7,000, first year operating cost $24,000, revenue $28,000. **Robert Hecksher,** sole owner, also owns **WMYR Fort Myers.** Ann. July 30.

Beardstown, Ill.—Beardstown Bcstg. Co. Granted 790 kc, 500 w D. P.O. address 210 Washington St., Beardstown. Estimated construction cost $25,703, first year operating cost $36,000, revenue $45,000. Owners are **Robert** and **Margareta Sudbrink** (50% each). Mr. Sudbrink is in insurance, real estate, etc. Mrs. Sudbrink is in farm operation. Ann. July 30.

Farmington, Me.—Franklin Bcstg. Corp. Granted 1380 kc, 1 kw D. P.O. address WKTQ South Paris, Me. Estimated construction cost $25,550, first year operating cost $30,000 revenue $40,000. Owners are **Country Inc.,** real estate firm (50%) and **Elden Shute Jr.** and **Gerald Higgins** (each 17.14%). Messrs. Shute and Higgins own **WKTQ** (48.8% and 51.1%, respectively). Ann. July 30.

Conneaut, Ohio—Louis W. Skelly. Granted 1360 kc, 500 w D. P.O. address 3808 Chaucer Lane, Austintown, Ohio. Estimated construction cost $11,464, first year operating cost $42,000, revenue $55,000. **Mr. Skelly,** sole owner, is owner **WBUZ Fredonia, N.Y.** Ann. July 31.

Buckhannon, W.Va.—Upshur County Bcstg. Co. Granted 1460 kc, 1 kw D. P.O. address 3905 So. 14th St., Arlington, Va. Estimated construction cost $19,677, first year operating cost $26,545, revenue $36,000. Own-

EDWIN TORNBERG
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NEGOTIATORS FOR THE PURCHASE AND SALE
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915 North Commerce St.
Stockton, California
HOward 5-7367

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1625 Eye Street, N.W.
District 7-8531

ers are **Jesse D. Newman** and **Lee P. Clagett**, each 50%. Mr. Newman spent 10 years in U.S. Army Signal Corps. Mr. Clagett has been owner of Clagett Arlington Memorial Co. Ann. July 30.

Manati, P.R.—Arecibo Bcstg. Corp. Inc. Granted 1500 kc, 250 w unl. P.O. address P.R. Road #2, Barrio Santana, Arecibo. Estimated construction cost $15,290, first year operating cost $16,000, revenue $23,000. Owners are **Efrain Archilla-Roig** and **Pedro Collazo Barbosa** (25% each), **Manual Santos Gonzalez** (20%) and others Mr. Roig is attorney; Messrs. Barbosa and Gonzalez are merchants. Ann. July 30.

APPLICATIONS

Marianna, Ark.—Lee Bcstg. Co., 1460 kc. 500 w. P.O. address Clyde Andrews, Willey Bldg., Marianna, Ark. Estimated construction cost $20,636, first year operating cost $26,538, revenue $36,000. Principals are **Ross A. Hayes**, 25%, **Lon Mann, Clyde S. Andrews, W.H. Gerrard** and **Emerson Newbern**, each 18.75%. Mr. Hayes is in cotton ginning. Mr. Mann is farmer. Mr. Andrews is CPA. Mr. Gerrard is farmer. Mr. Newbern is cotton broker. Ann. August 5.

Nicholasville, Ky.—Jessamine Bcstg. Co., 1250 kc. 500 w, D. P.O. address Paul D. Everman, 3402 Taylorsville Rd., Taylorsville, Ky. Estimated construction cost $13,760, first year operating cost $27,000, revenue $35,500. Principals are **Inman S. Wood** and **Paul D. Everman**, each 50%. Mr. Wood is farm organization man. Mr. Everman, former broadcast employe, is with same group. Ann. July 30.

Anadarko, Okla.—James R. Williams, 630 kc, 500 w. P.O. address Box 922 Joplin, Mo. Estimated construction cost $11,808, first year operating cost $16,800, revenue $24,200. James R. Williams, sole owner, is engineer for KODE-AM-TV Joplin, Mo. Ann. Aug. 5.

Existing Am Stations

ACTIONS BY FCC

WOL Washington, D.C.—By letter, denied petition for waiver of rules and returned application for daytime operation with 500 w power until such time as the Commission acts on its other application to increase daytime power on 1450 kc from 500 w to 1 kw. Now operates with 250 w, U. Ann. July 30.

WDBF Delray Beach, Fla.—Granted increase of power from 500 w to 5 kw, with DA, continuing operation on 1420 kc, D; engineering conditions. Ann. Aug. 3.

WIRA Fort Pierce, Fla.—By order, denied request for waiver of rules and dismissed application for change of operation on 1400 kc from 250 w, U, to 250 w-N, 1 kw-LS, U. Ann. July 30.

WBHB Fitzgerald, Ga.—Granted petition to accept for filing application to increase daytime power from 250 w to 1 kw, continuing unlimited time operation on 1240 kc with 250 w. N. Ann. July 30.

WMRO Aurora, Ill.—Granted change on 1280 kc from 250 w, D, to 500 w-N, 1 kw-LS, DA-2; engineering conditions. Ann. July 30.

WCVS Springfield, Ill.—Granted request that application (to increase daytime power from 250 w to 1 kw, continuing operation on 1450 kc with 250 w-N) be considered as pending as of May 15 and that its verification be treated as amendment *nunc pro tunc*. Ann. July 30.

WBRB Mount Clemens, Mich.—Granted change in directional antenna continuing operation on 1430 kc, 500 w, DA, D; engineering conditions. Ann. July 30.

KOOO Omaha, Nebr.—Granted increase of power from 500 w to 1 kw, continuing operation on 1420 kc, DA-D; engineering conditions. Ann. July 30.

WFYI Mineola, N.Y.—Granted increase of power on 1520 kc from 250 w, D, to 10 kw, DA-D; engineering conditions. Ann. July 30.

WRFD Worthington, Ohio—Granted mod. of license to change designation of studio locaton to Columbus-Worthington. Operates on 880 kc, 5 kw, D. Ann. July 30.

KOWB Laramie, Wyo.—Granted application to change operation from 1340 kc, 250 w, U, to 1290 kc, 1 kw-N, 5 kw-LS, DA-2; engineering conditions. Ann. July 30.

APPLICATIONS

KPRL Paso Robles, Calif.—Cp to increase daytime power from 250 w to 1 kw and install a new trans. Ann. July 30.

WSAL Logansport, Ind.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make changes in ant. (resistor). Ann. July 30.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through August 5

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,335	55	126	689
FM	585	43	162	64
TV	468[1]	53	103	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through August 5

	VHF	UHF	TOTAL
Commercial	441	80	521[3]
Non-commercial	33	10	43[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through June 30, 1959

	AM	FM	TV
Licensed (all on air)	3,328	578	466[1]
CPs on air (new stations)	49	44	52[2]
CPs not on air (new stations)	123	147	101
Total authorized stations	3,500	769	667
Applications for new stations (not in hearing)	516	49	51
Applications for new stations (in hearing)	163	22	63
Total applications for new stations	679	71	114
Applications for major changes (not in hearing)	649	41	38
Applications for major changes (in hearing)	57	2	19
Total applications for major changes	706	43	57
Licenses deleted	0	1	0
CPs deleted	0	3	1

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

WWXL Manchester, Ky.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. July 30.

WCUM Cumberland, Md.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Request waiver of Section 3.28 [c] of Rules). Ann. July 30.

WMFG Hibbing, Minn.—Cp to increase daytime power from 250 w to 1 kw and install a new trans. (1240 kc). Ann. July 30.

WKOZ Kosciusko, Miss.—Cp to change frequency from 1350 kc to 1340 kc, change hours of operation to unl. using power of 250 w, 1 kw, LS (decrease power) and install new trans. Ann. Aug. 5.

WTOL Toledo, Ohio—Mod. of cp to increase daytime power from 250 w to 1 kw. (Request waiver of Section 3.28(c) of Rules and 309(b) notification. (1230 kc). Ann. July 30.

KTIL Tillamook, Ore.—Cp to increase power from 250 w, unl. to 1 kw, unl., install DA-N, new ground system and new trans. (1590 kc). Ann. July 30.

WERI Westerly, R.I.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. July 30.

KISD Sioux Falls, S.D.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. July 30.

KXOX Sweetwater, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. Aug. 5.

WRON Ronceverte, W.Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1440 kc). Ann. July 30.

New Fm Stations

ACTIONS BY FCC

Hayward, Calif.—Bay Shore Bcstg. Co. Granted 101.7 mc, 900 w. P.O. address Box 481, Taylorville, Ill. Estimated construction cost $12,715, first year operating cost $9,000, revenue $10,000. Principals are **Keith Moyer** (75%) and **James Hildebrand** (25%). Mr. Moyer has majority interest in WTIM Taylorville, Ill. Mr. Hildebrand is general manager WTIM. Ann. July 30.

Atlanta, Ga.—Rounsaville of Atlanta Inc. Granted 94.1 mc, 76 kw. P.O. address 3165 Mathieson Dr. N.E., Atlanta 5. Estimated construction cost $19,950, first year operating cost $6,000, revenue $6,000. Applicant is licensee of WQXI and WATL-TV Atlanta; WLOU and WTAM-TV Louisville, Ky.; WCIN and WSOK-TV Cincinnati; WMBM Miami Beach; WTMP Tampa; WVOL Nashville and WYLD New Orleans. Ann. July 30.

Honolulu, Hawaii—E.F. Weerts. Granted 96.3 mc, 7.7 kw. P.O. address 318 Orpheum Bldg., San Diego, Calif. Estimated construction cost $20,370, first year operating cost $32,200, revenue $46,000. Mr. Weerts owns San Diego dining room, and has cps for fm stations in San Diego and Houston. Ann. July 30.

Park Ridge, Ill.—Board of Education, Maine Township High School District #207, Cook County, Ill. Granted 88.5 mc with 10 w. P.O. address % Theron W. Whitefield, Dempster St. & Potter Rd. Ann. July 30.

Salem, Ind.—Don H. Martin. Granted 98.9 mc, 2.7 kw. P.O. address Box 472. Ann. July 30.

Laurel, Miss.—Voice of the New South Inc. Granted 100.3 mc, 4.8 kw. P.O. address Box 2336, Laurel. Estimated construction cost $8,000, first year operating cost $20,000, revenue $25,000. Principals include (each with approximate one-fourth ownership): **Joe Carson** and **Eddie Holladay**, (with interests in WOKK Meridian, WLSM Louisville, WNSL Laurel, all Mississippi and WACT Tuscaloosa, Ala.) and **W.E. Jones** and **Granville Dalters**, (both with interests in WNSL Laurel, Miss.). Ann. July 30.

Hillsboro, Tex.—Nelson W. Galle. Granted 102.3 mc, 830 w. P.O. address Box 317, Hillsboro, Tex. Estimated construction cost $6,100, first year operating cost $2,400, revenue $3,600. Mr. Galle owns KHBR Hillsboro. Ann. July 30.

Warwick, R.I.—Warwick Bcstg. Co. Granted 107.7 mc, 3.3 kw. P.O. address 19 Amity St., Providence, R.I. Estimated construction cost $8,500, first year operating cost $19,000, revenue $29,292. Sole-owner, **Joseph A. DeCubellis** is advertising and talent agent. Ann. July 30.

APPLICATIONS

Rochester, N.Y.—Community Music Service Inc. 96.5 mc, 27.4 kw. P.O. address 60 Landing Park, Rochester 10, N.Y. Estimated construction cost $7,350, first year operating cost $16,698, revenue $17,000. Principals are **Richard Wissell**, president, 5.7%, **Stanley B. Swanson**, 9.3%, and 89 other voting stockholders. Ann. July 30.

Philadelphia, Pa.—Bulletin Co. 98.9 mc, 4.60 kw. P.O. address Raymond D. McGee, 30th & Market Sts, Philadelphia, Pa. Estimated construction cost $51,954, first year

operating cost $90,000, revenue $45,000. Bulletin Co., **Robert McLeab**, chairman, publishes *Philadelphia Evening Bulletin* and *Sunday Bulletin* and is former owner of **WCAU-AM-FM-TV** (sold to CBS last year). Ann. Aug. 3.

San Juan, P.R.—Radio Station WIBS Inc. 102.5 mc, 250 w. P.O. address Box 4504, San Juan, P.R. Estimated construction cost $7,119, first year operating cost $55,903, revenue $36,565. Radio station WIBS Inc. owns **WIAC San Juan. Louis Mejia** is majority owner. Ann. Aug. 3.

Existing Fm Stations

ACTIONS BY FCC

KGLA (FM) Los Angeles, Calif.—Granted SCA to engage in functional music operation on a multiplex basis. Ann. July 30.

WCMF-FM Wildwood, N.J.—Granted SCA to engage in functional music operation on a multiplex basis. Ann. July 30.

WGEM-FM Quincy, Ill.—Granted SCA to engage in functional music operation on a multiplex basis. Ann. July 30.

KHOL-FM Kearney - Holdrege, Nebr.—Granted SCA to engage in functional music operation on a multiplex basis. Ann. July 30.

WKOP-FM Binghamton, N.Y.—Granted change of operation from Class A on 95.5 mc to Class B on 99.1 mc; ERP from 420 w to 39 kw and ant. from 320 ft. to 440 ft.; engineering conditions. Ann. Aug. 3.

KELT (FM) Harlingen, Texas—Granted SCA to engage in functional music operation on a multiplex basis. Ann. July 30.

APPLICATION

WSNJ-FM Bridgeton, N.J.—Cp to change frequency from 98.9 mc, ch. 255 to 107.7 mc, ch. 299, increase effective radiated power from 9 kw to 15.2 kw, change ant. height about average terrain from 480 feet to 486 feet and install new transmitter. (Contingent on grant of new station at Philadelphia, Pa.) (98.9 mc CH-255). Ann. July 30.

Ownership Changes

APPLICATIONS

KJNO Juneau, Alaska—Seeks transfer of control of **Baranof Bcstrs. Inc.** from **Joseph B. Mangan** and **Frances G. Mangan** to **Dorothy D. Wheeler** for $2,500. Ann. Aug. 3.

WFRL Freeport, Ill.—Seeks assignment of license from **Freeport Bcstg. (Vincent S. Barker**, president) to **Triad Television Corp. (C. Wayne Wright**, president, 37.50%, **Jae D. Kitchen**, 10.96%, **Wilfred L. Kitchen**, 5.77% and others) for $275,000 plus net quick assets less liabilities at closing. Mr. Wright is general manager of WALM Albion, Mich. Jae Kitchen is in laundry business and Wilfred Kitchen is in drive-in theatres. Ann. Aug. 3.

KBEV Portland, Ore.—Seeks assignment of cp from **Coast Broadcasting Corp. (Dawkins Espy**, owner) to **Joseph M. Arnoff** for $40,000. Mr. Arnoff owns 50% of KSFV (FM) San Fernando, Calif., and 90% of KIKK Bakersfield, Calif. Ann. Aug. 3.

KTIX Seattle, Wash.—Seeks voluntary relinquishment of positive control of KTIX Inc. by **Hugh Ben LaRue** through sale of 900 shares of treasury stock to **Herbert M. Richards** for $15,000. After transfer KTIX Inc. will be owned 46% by Mr. LaRue (now 60%), 23% by Mr. Richards, and 15% each by **Stanley Burns** and **Paul F. Adler** (now owning 20% each). Ann. July 20 (corrected item).

WOVE Welch, W. Va.—Seeks assignment of license from Welch Bcstrs. **(C. E. Feltner Jr.**, president) to **South C. Bevins** for $27,500. Mr. Bevins owns WMLF Pineville, Ky. Ann. Aug. 3.

Hearing Cases

FINAL DECISIONS

By decision, Commission granted application of Jefferson County Bcstg. Co. for new am station to operate on 1270 kc, 5 kw, D, in Pine Bluff, Ark. Comr. Fred Ford not participating. Supplemental Initial Decision of Sept. 8, 1958 looked toward this action. Ann. July 3.

By memorandum opinion and order, Commission, on petition by Louis W. Skelly, severed from hearing and granted Mr. Skelly application for new am. station to operate on 1360 kc, 500 w, D, in Conneaut, Ohio; condition Skelly application had been in consolidated hearing with Mon-Yough Bcstg. Co. for increase of daytime power of WMCK McKeesport, Pa., from 1 kw to 5 kw, continuing operation on 1360 kc, 1 kw-N, DA-N. Ann. July 30.

By memorandum opinion and order, Commission stayed effective date of May 20. Decision which granted application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in Dallas, N.C., and denied application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N.C., until release of Commission action on petitions for reconsideration filed by Nelson and the Broadcast Bureau and petition for rehearing filed by Spartan Radiocasting Co. (WSPA), Spartanburg, S.C. Ann. July 31.

By order, Commission denied motion by WMRC Inc. (WFBC-TV ch. 4), Greenville, S.C. requesting stay of June 10 action granting authority to Skyway Bcstg. Co. (WLOS-TV ch. 13), Asheville, N.C., to identify itself as Greenville and Spartanburg, S.C., as well as Asheville, pending action on WMRC Inc.'s petition for rehearing. Comr. Robert Bartley abstained from voting; Comrs. Robert Lee and Fred Ford dissented. Ann. July 30.

By order, Commission denied petition by Community Bcstg. Co., Inc. (am station WIBR Baton Rouge, La., and applicant for new tv station on ch. 9 in that city), for stay of July 22 grant, with conditions, to Modern Bcstg. Co. for special temporary authority to operate WAFB-TV on ch. 9 in lieu of ch. 28 in Baton Rouge pending final action on any applications for regular operation on ch. 9. Comr. John Cross voted to grant petition and issued dissenting statement. Petition by Community for reconsideration of July 22 action is pending before Commission. Ann. July 30.

By memorandum opinion and order, Commission dismissed petition by Evanston Bcstg. Co. (WNMP) Evanston, Ill., for reconsideration of Feb. 25 grant of application of South Cook Bcstg. Inc., for new am station (WCGO) on 1600 kc, 1 kw, DA, D, in Chicago Heights, Ill. Ann. July 30.

INITIAL DECISION

Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Top Bcstrs. Inc., for new am station to operate on 1480 kc, 500 w, D, in San Antonio, Texas. Ann. July 30.

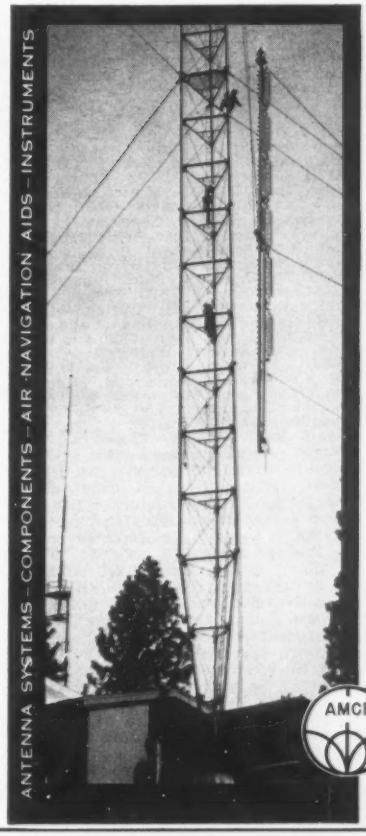
OTHER ACTIONS

By order, Commission designated protest by Philco Corp. to July 18, 1957 grants of renewal of licenses of National Bcstg. Co. Inc., stations WRCV-AM-TV (ch. 3), and auxiliaries, Philadelphia, for oral argument Oct. 1 on questions whether, if facts alleged in protest were proven, grounds have been presented for setting aside conditional grant of such applications and, if evidentiary hearing is required, scope thereof. (1957 grants were conditioned "without prejudice to whatever action Commission may deem appropriate at such time as presently pending antitrust actions involving Radio Corp. of America and National Bcstg. Co., Inc., may be terminated".) Ann. July 31.

By memorandum opinion and order, Commission granted renewed request by Alvarado Television Co., Inc. (KOAT-TV, ch. 7), Albuquerque, N. Mex., to extent of enlarging issues in proceeding on application of Video Independent Theatres, Inc., to move studio and transmitter of KVIT (TV) (ch. 2), Santa Fe, N.M., from about three miles northwest of center of Santa Fe to studio location in Santa Fe and transmitter site at Sandia Crest about 43 miles southwest of Santa Fe and 14 miles northeast of Albuquerque, to determine what economic effect grant of KVIT application would have upon operation of KOAT-TV and whether, in light thereof, grant of KVIT application would be in public interest. Ann. Aug. 3.

Garrett Bcstg. Corp., West Memphis, Ark.—Designated for hearing application for new am station to operate on 730 kc, 5 kw, DA-D, in consolidated proceeding with applications of Birney Imes, Jr., Newport Bcstg. Co., and Crittenden County Bcstg. Co., for new am stations to operate on 730 kc, 250 w, D, in West Memphis, and Morehouse Bcstg. Co. to increase power of KTRY Bastrop, La., from 250 w to 500 w, continuing operation on 730 kc, D; Order supersedes April 15 hearing order. Ann. July 30.

Newhall Bcstg. Co., Newhall, Calif.; KABC-FM, American Bcstg.—Paramount Theatres, Inc., Los Angeles, Calif.; KUDU-FM, Tri-Counties Public Service, Inc., Ventura-Oxnard, Calif.; KDOG, William E. Clark, La Habra, Calif.—Designated for



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consolidated hearing application of Newhall for new Class B fm station to operate on 95.1 mc; KABC-FM to increase power from 4.3 kw to 74.7 kw and ant. height from 2,800 ft. to 2,915 ft., continuing operation on 95.5 mc; KUDU-FM to increase power from 24 kw to 28 kw, ant. height from minus 16 ft. to minus 27 ft., continuing operation on 95.1 mc; and KDOG to increase power from 480 w to 670 w, change ant. height from 360 ft. to 8 ft. and station location to Anaheim; made KRHM Los Angeles, KRKD-FM Los Angeles, and Telemusic Co., San Bernardino, parties to proceeding. Ann. July 30.

WAUG Garden City Bcstg. Co., Augusta, Ga.; Radio Albany, Albany, Ga.; Macon County Bcstg. Co., Montezuma, Ga.—Designated for consolidated hearing applications of Radio Albany and Macon County for new am stations to operate on 1050 kc, D—Radio Albany with 1 kw and Macon with 250 w, continuing operation on 1050 kc, D; made WBIE Marietta, Ga., and WLON Lincolnton, N.C., parties to proceeding. Ann. July 30.

WSJC Southeast Mississippi Bcstg. Service, Magee, Miss.; Jeff Davis Bcstg. Service, Prentiss, Miss.—Designated for consolidated hearing application of Jeff Davis for new am station to operate on 790 kc, 500 w, D, and WSJC to change facilities from 1280 kc, 500 w, D, to 790 kc, 1 kw, DA-D. Ann. July 30.

Suburban Bcstg. Co., Inc., Mount Kisco, N.Y.; Camden Bcstg. Co., Newark, N.J.—Designated for consolidated hearing applications for new fm stations on 105.7 and 105.9 mc, respectively; denied request by Concert Network, Inc. (WHCN) Hartford, Conn., for inclusion of issue as to effect of either instant proposal on network operations of Concert; made WHCN party to proceeding. Ann. July 30.

CHE Bcstg. Co., KLOS, B&M Bcstrs, Inc., Albuquerque, N.M.—Designated for consolidated hearing application of CHE Bcstg. Co. for new am station on 1240 kc, 250 w, U and KLOS to change frequency from 1450 kc to 1240 kc, continuing operation with 250 w. Ann. July 30.

WVIP Mount Kisco, N.Y.—Designated for hearing application to increase power from 1 kw to 5 kw, continuing operation on 1310 kc, DA-D; made WICH Norwich, WAVZ New Haven, both Connecticut, and WEVD New York, parties to proceeding. Ann. July 30.

WRCA New York, N.Y.—Designated for hearing application to change operation (660 kc, 50 kw, U) from DA-1 to non-directional. Ann. July 30.

WGIV Charlotte, N.C.—Designated for hearing application to change operation on 1600 kc from 1 kw, D, to 500 w-N, 1 kw-LS, DA-N. Ann. July 30.

Jefferson Standard Bcstg. Co.; TriCities Bcstg. Co.; High Point Television Co.; Southern Bcstrs, Inc., High Point, N.C.—Designated for consolidated hearing applications for new tv stations to operate on Ch. 8. Ann. July 30.

Louis M. Neale, Jr.; KTM Bcstg. Co., North Charleston, S.C.; WJIV Inc. (WJIV) Savannah, Ga.; WORD, Inc., (WORD) Spartanburg, S. C.—Designated for consolidated hearing applications of Neale and KTM for new am station to operate on 910 kc, 500 w, D, WJIV to change power from 1 kw to 5 kw, continuing operation on 900 kc. D. and WORD to increase daytime power from 1 kw to 5 kw, continuing operation on 910 kc, 1 kw-N, DA-2; made WMOP Ocala, and WSWN Belle Glade, both Florida, parties to proceeding. Ann. July 30.

S&W Enterprises, Inc., Woodbridge, Va.; Interurban Bcstg. Corp., Laurel Bcstg. Co., Laurel, Md.; WJWL Rollins Bcstg. of Delaware, Inc., Georgetown, Del.—Designated for consolidated hearing applications of S&W, Interurban and Laurel for new am stations to operate on 900 kc, 1 kw, DA-D and WJWL to change operation on 900 kc from 1 kw, D, to 5 kw, DA-D; made WRNL Richmond, Va., and WLAM Williamston, N.C., both parties to proceeding. Ann. July 30.

Beacon Bcstg. System, Inc., Grafton-Cedarburg, Wis.; KWMT, American Bcstg. Stations, Inc., Fort Dodge, Iowa; Suburban Bcstg. Co., Inc., Jackson, Wis.—Designated for consolidated hearing applications of Beacon and Surburban for new am stations on 540 kc, 250 w, DA, D, and KWMT to increase power for 1 kw to 5 w, continuing operations on 540 kc, DA, D; made WIND Chicago, Ill., and KSD St. Louis, Mo., parties to proceeding. Ann. Aug. 3.

Supreme Bcstg. Co., Inc., of Puerto Rico, Radio American West Indies, Inc., Christiansted, St. Croix V.I.—Designated for consolidated hearing applications for new tv station to operate on Channel 8. Ann. July 30.

Commission designated for consolidated hearing following eight applications for new am stations, seven involving proposed operation on 1550 kc and other on 1570 kc; County Bcstg. Corp., Gloucester, Mass.; Consolidated Bcstg. Industries, Inc., Natick, Mass.; WKOX, Inc., Beverly, Mass.; Newton Bcstg. Co., Newton, Mass.; Transcript Press, Inc., Dedham, Mass.; United Bcstg. Co., Inc., Beverly, Mass.; Berkshire Bcstg. Corp., Hartford, Conn., and Grossco, Inc., West Hartford, Conn. Ann. July 30.

By order, Commission consolidated following am applications in hearing with previously designated applications of Hirsch Bcstg. Co. (KFVS) Cape Girardeau, Mo., and The Firman Co., Vincennes, Ind. and added issues: Chester Bcstg. Co. (100 w, U), Chester, Ill., and Robert F. Neathery, Fredericktown, Mo. (250 w, U) for new stations on 1450 kc; Donze Enterprises Inc., to change location of KSGM (980 kc, 500 w, U) from St. Genevieve, Mo., to Chester, and Paducah Bcstg. Co., Inc., to increase daytime power of WPAD Paducah, Ky., from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N; made WAOV Vincennes, Ind., WDSG Dyersburg, Tenn., and WRAJ Anna, Ill., parties to proceeding. Ann. July 30.

59 Am Applications in Consolidated Hearing

Commission consolidated for hearing following 59 applications for new am stations or increase of power by existing stations involving interlinking interference problems on 1220 kc to 1250 kc: Tiffin Bcstg. Co., Tiffin, Ohio; Fredericksburg Bcstg. Corp. (WFVA), Fredericksburg, Va.; Sayger Bcstg. Co., Tiffin, Ohio; WFPG, Inc., Toms River, N.J.; Easton Publishing Co. (WEEX), Easton, Pa.; Lamar A. Newcomb (WFAX), Falls Church, Va.; Francis J. Matrangola (WCMC), Wildwood, N.J.; Voice of Dowagiac, Dowagiac, Mich.; WBIR, Inc. (WBIR), Knoxville, Tenn.; WBC, Inc., Louisville, Ky.; Keystone Bcstg. Corp. (WKBO), Harrisburg, Pa.; Hagerstown Bcstg. Co. (WJEJ), Hagerstown, Md.; Malrite Bcstg. Co., Norwalk, Ohio; Iowa Great Lakes Bcstg. (KICD), Spencer, Iowa; Westchester Bcstg. Corp. (WFAS), White Plains, N.Y.; Ocean County Bcstrs., Toms River, N.J.; E. Anthony & Sons, Inc. (WOCB), West Yarmouth, Mass.; WBVP, Inc. (WBVP), Beaver Falls, Pa.; The Maryland Bcstg. Co. (WITH), Baltimore, Md.; Harlan Murrelle and Associates, Lakewood, N.J.; Mahoning Valley Bcstg. Corp. (WBBW), Youngstown, Ohio; Scripps-Howard Radio, Inc. (WCPO), Cincinnati, Ohio; Norfolk Bcstg. Corp. (WNOR), Norfolk, Va.; Twin City Bcstg. Co., Inc. (WCOU), Lewiston, Maine; Petersburg Bcstg. Co., Inc. (WSSV), Petersburg, Va.; WSBC Bcstg. Co. (WSBC), Chicago, Ill.; The Shore Bcstg. Co. (WCEM), Cambridge, Md.; North Shore Bcstg. Corp. (WESX), Salem, Mass.; The Oneida Bcstg. Co. (WOBT), Rhinelander, Wis.; Century Bcstg. Corp. (WCRO), Johnstown, Pa.; Ishpeming Bcstg. Co. (WJPD), Ishpeming, Mich.; Cornbelt Bcstg. Corp. (KFOR), Lincoln, Nebr.; Eastern Radio Corp. (WHUM), Reading, Pa.; James Bcstg. Co., Inc. (WJTN), Jamestown, N.Y.; Elmira Star-Gazette, Inc. (WENY), Elmira, N.Y.; Norwalk Bcstg., Inc., Norwalk, Ohio; Niagara Bcstg. System (WNIA), Cheektowaga, N.Y.; Woonsocket Bcstg. Co. (WWON), Woonsocket, R.I.; Southeastern Bcstg. Co., Inc. (WSFC), Somerset, Ky.; Capital Bcstg. Co. (KWOS), Jefferson City, Mo.; Long Island's First Station, Inc. (WGBB), Freeport, N.Y.; WTAX, Inc. (WTAX), Springfield, Ill.; WJMC, Inc. (WJMC), Rice Lake, Wis.; Bloomington Bcstg. Corp. (WJBC), Bloomington, Ill.; Eastern States Bcstg. Corp. (WSNJ), Bridgeton, N.J.; Granite City Bcstg. Co. (WJON), St. Cloud, Minn.; Altoona Trans-Audio Corp., Inc. (WRTA), Altoona, Pa.; Standard Tobacco Co. (WFTM), Maysville, Ky.;Southeastern Ohio Bcstg. System, Inc. (WHIZ), Zanesville, Ohio; Southern Wisconsin Radio, Inc. (WCLO), Janesville, Wis.; Marshall Electric Co. (KFJB), Marshalltown, Iowa; Anderson Bcstg. Corp. (WHBU), Anderson, Ind.; Morristown Bcstg. Corp. (WMTR), Morristown, N.J.; Radio Toms River, Toms River, N.J.; New England Bcstg. Co. (WNEB), Worcester, Mass.; WQUA, Inc. (WQUA), Moline, Ill.; KODY, Inc. (KODY), North Platte, Nebr.; Wapello County Bcstg. Co. (KBIZ), Ottumwa Iowa; Air Trails, Inc. (WCOL), Columbus, Ohio. Made 64 existing licensees parties to proceeding; and denied requests by Westchester Bcstg. Corp. for inclusion of program issue with respect to all proposals, by Ocean County Bcstrs. for 30 day extension of time to reply to Commission's letter, by WWCO, Inc., The Tower Realty Co. and Hibbing Bcstg. Co. for consolidation of their respective applications in hearing on instant applications, and by Rossmoyne Corp. that it be made party to hearing. Ann. Aug. 3.

44 AM Applications in Consolidated Hearing

Commission consolidated for hearing following 44 applications for new am stations or increase of daytime power by existing stations involving interlinking interference problems and other deficiencies on 1410 kc to 1490 kc:

Mid-America Bcstg. System, Inc., Highland Park, Ill.; North Central Bcstg. Inc. Phillipsburg, Kans.; Seaway Bcstg. Co., Inc. Chicago Heights, Ill.; Mainline Bcstg. Co. Portage, Pa.; Bureau Bcstg. Co., Princeton, Ill.; Holland Bcstg. Co. (WHTC), Holland, Mich.; Civic Bcstg. Corp. (WOLF), Syracuse, N.Y.; Lewiston Bcstg. Co. (WMRF), Lewistown, Pa.; Central Bcstg. Co., Inc. (WARD), Johnstown, Pa.; Batavia Bcstg. Corp. (WBTA), Batavia, N.Y.; Chief Pontiac Bcstg. Co. (WPON), Pontiac, Mich.; Michiana Telecasting Corp. (WNDU), South Bend, Ind.; The James R. and Barbara J. Roberts Co., Indianola, Iowa; Village Bcstg. Co. (WOPA), Oak Park, Ill.; North Suburban Radio, Inc., Highland Park, Ill.; WGAL, Inc. (WGAL), Lancaster, Pa.; Booth Bcstg. Co. (WIBM), Jackson, Mich.; Culpeper Bcstg. Corp. (WCVA), Culpeper, Va.; Stevens-Wismer Bcstg. Co. (WHLS), Port Huron, Mich.; United Bcstg. Co. of Western Maryland, Inc. (WARK), Hagerstown, Md.; Farm and Home Bcstg. Co. (WNBT), Wellsboro, Pa.; Goldenrod Bcstg., Inc. (KBON), Omaha, Nebr.; Hazelton Bcstg. Co., Inc. (WAZL), Hazelton, Pa.; Radio Station WESB (WESB), Bradford, Pa.; Marion Bcstg. Co. (WMRN), Marion, Ohio; Burlington Bcstg. Co. (KBUR), Burlington, Iowa; West Bend Bcstg. Co. (WBKV), West Bend, Wis.; WHFC, Inc. (WHFC), Cicero, Ill.; East Liverpool Bcstg. Co. (WOHI), East Liverpool, Ohio; O'Keefe Bcstg. Co., Inc. (WBCB), Levittown-Fairless Hills, Pa.; Rich Publishing House, Inc. (WMDN), Midland, Mich.; Central Bcstg. Corp. (WKBV), Richmond, Ind.; Charles B. Axton (KTOP), Topeka, Kans.; Elgin Bcstg. Co. (WRMN), Elgin, Ill.; Northwestern Publishing Co. (WDAN), Danville, Ill.; Shawnee Bcstg. Co. (WBEX), Chillicothe, Ohio; Waynesboro Bcstg. Corp. (WAYB), Waynesboro, Va.; Gerity Bcstg. Co. (WABJ), Adrian, Mich.; Midwestern Bcstg. Co. (WATZ), Alpena, Mich.; Town and Country Bcstg. Co., Inc. (WREM), Remsen, N.Y.; WSTV, Inc. (WPAR), Parkersburg, W. Va.; Dover Bcstg. Co., Inc. (WJER), Dover, Ohio; Lake Erie Bcstg. Co. (WLEC), Sandusky, Ohio; and Friendly Bcstg. Co. (WJMO), Cleveland Heights, Ohio. Ann. July 30.

Routine Roundup

Progress Report on Joint OCDM-FCC Long Range Allocation Planning

Federal Communications Commission announced that it and Office of Civil and Defense Mobilization have proceeded in manner set forth in Commission's Public Notice of April 30, 1959, looking toward improved over-all pattern of frequency allocations which could be implemented within next 10 to 15 years. Public interest in this subject indicates desirability of report of progress made to date.

Technical group engaged in this program, consisting of FCC staff personnel and representatives of member agencies of Interdepartment Radio Advisory Committee (IRAC), has held number of meetings. Having reached agreement on terms of reference, technical group has taken actions which include following:

1. Invited Central Radio Propagation Laboratory (CRPL) of National Bureau of Standards to name representative to participate in work of technical group, in view of necessity for basing future allocation planning on most accurate propagation data currently available.

2. Requested CRPL to prepare graphical presentations of necessary power versus distance for various emissions, data rates, antenna heights and megacycle orders of frequency.

3. Agreed as first step in over-all program to deal with band 50-1000 Mc on ground that it represented knottiest problems.

4. Requested CRPL to concentrate its efforts initially on band 50-1000 Mc, setting August 1, 1959 as target date for report thereon.

5. Agreed to treat at least broadcasting, land mobile, aeronautical mobile, maritime mobile, radiopositioning, radio-

navigation, and earth-space services in its consideration of band 50-1000 Mc.

6. Requested Government agencies to present to technical group their present or foreseeably unfulfilled frequency requirements for band 50-1000 Mc. of which they were aware, not later than August 1, 1959. Having but recently completed taking testimony in its Docket No. 11997 dealing with band 25-890 Mc, Commission is in particularly good position to supply such information with respect to non-government requirements.

It is anticipated that further progress of technical group will be delayed somewhat during several months inasmuch as many of its members will be attending forthcoming International Radio Conference in Geneva. Nonetheless, it is intention of Commission to continue with joint study as rapidly as possible, and also to issue periodic reports of progress being made in this important program. Ann. July 30.

POLITICAL BROADCAST RULES AMENDED

By order, Commission amended its political broadcast rules (Sections 3.120, 3.290, 3.590 and 3.567) in order that candidates for public office and broadcast licensees may be more fully informed of their rights and obligations under Section 315 of Communications Act and Commission's rules, and to insure orderly and expeditious disposition of requests submitted to broadcast stations and to Commission for "equal opportunities" thereunder.

Following subparagraphs are added to rule sections noted, to become effective Aug. 10:

"(e) A request for equal opportunities must be submitted to licensee within one week of day on which prior use occurred.

"(f) A candidate requesting such equal opportunities of licensee, or complaining of non-compliance to Commission shall have burden of proving that he and his opponent are legally qualified candidates for same public office." Ann. July 30.

PROPOSED EDUCATIONAL VHF CHANNEL CHANGE IN DENTON, TEXAS

By memorandum opinion and order Commission granted petition for reconsideration by Texas State Network, Inc. (KFJZ-TV ch. 11, Fort Worth, Texas) to extent of vacating and setting aside April 8 memorandum opinion and order which denied Texas State Network petition for rule making to reallocate ch. 2, now reserved for educational use in Denton, to Fort Worth for commercial use and assign Ch. 11 to Denton for educational use. By separate Notice of Proposed Rule Making and Order to Show Cause, Commission invites comments to proposal to interchange Channel 11 at Fort Worth with Ch. *2 in Denton, and ordered Texas State Network to show cause why its authorization for KFJZ-TV in Fort Worth should not be modified to specify operation on ch. 2 in lieu of ch. 11. Ann. July 30.

PROPOSED UHF EDUCATIONAL TV CHANNEL SHIFT IN MUNCIE, IND.

Commission invites comments to Notice of Proposed Rule Making looking toward shifting educational tv reservation in Muncie, Ind., from ch. *71 to ch. *55 (now commercial there). Ball State Teachers College petitioned for change. Ann. July 30.

OTHER ACTIONS ON TV CHANNEL SHIFTS

By report and order, Commission finalized rule making and shifted ch. 6 from Whitefish Bay to Milwaukee, Wis., and modified license of Independent Television, Inc., who petitioned for change, to specify operation of WITI-TV on ch. 6 in Milwaukee instead of Whitefish Bay, with conditions. Ann. July 30.

By memorandum opinion and order, Commission denied petition by Sarkes Tarzian, Inc. (tv station WTTV, ch. 4), Bloomington, Ind., for reconsideration of memorandum opinion and order released Feb. 25 which denied Tarzian's previous petition for rule making to shift Channel 4 to Indianapolis. Ann. July 30.

By report and order, Commission denied petitions of Florida Educational Television Commission and Joint Council on Educational Television to reserve ch. 13 instead of ch. *20 for noncommercial educational use in Panama City, Fla., and terminated proceedings. Ann. July 30.

By memorandum opinion and order and supplemental notice of further proposed rule making in proceeding on proposed changes in tv table of assignments affecting Fresno, Bakersfield, Salinas and Santa Barbara, Calif., and Goldfield and Tonopah, Nev. Commission (1) denied requests by Triangle Publications, Inc. (KFRE-TV Fresno), Marietta Bcstg., Inc. (KERO-TV Bakersfield), Great Western Bcstg. Corp. (KXTV Sacramento), and Golden Empire Bcstg. Co. (KHSL-TV Chico), for extension of time for filing comments from Aug. 24 to Oct. 23, with corresponding extension of time for replies and (2) modified original proposed channel assignments to change offset requirements of ch. 8 at Bakersfield from even to plus and from plus to minus at Salinas-Monterey. Ann. July 31.

PETITION FOR RULE MAKING FILED

The Joint Council on Educational Television, New York, N.Y.—Request amendment of Rules so as to change educational reservation at Wausau, Wis. from uhf ch. 46 to vhf ch. 9. Ann. July 31.

RULES CHANGE

Commission made editorial changes to Part 3 of rules governing Radio Broadcast Services, effective Aug. 6. Changes will not be issued as printed amendment to January 1956 edition of Part 3 but will be published in Aug. 5 issue of Federal Register, and will be incorporated in new edition of Part 3 included in Volume III of Commission's Rules and Regulations to be available in near future on subscription basis from Government Printing Office. Ann. Aug 3.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 31

W7OAB North Warren, Pa.—Granted license covering change in tv translator station.

K7OBC, K76AJ Twentynine Palms & Marine Corps Base, Calif.—Granted license covering change in remote control point.

K74AJ Cottage Grove, Ore.—Granted license covering change in tv translator station.

KPTL Carson City, Nev.—Granted license covering change in facilities, installation directional ant. for night time use, new type trans. and make change in ant. and ground system.

W70 North Warren, Pa.—Granted cp to change primary station from WGR-TV, ch. 2, Buffalo, N.Y. to WKBW-TV, ch. 7, Buffalo, N.Y.

WOBT Rhinelander, Wis.—Granted cp to install new trans.

WHK-FM Cleveland, Ohio—Granted cp to increase ERP to 32 kw and increase ant. height to 600 ft.

WMAR-TV Baltimore, Md.—Granted mod. of cp to change type of trans. and make minor equipment changes (main trans. & ant.)

KDKA Pittsburgh, Pa.—Granted mod. of cp to change type trans.

KYA San Francisco, Calif.—Granted mod. of cp to use transmitter as an auxiliary daytime and alternate nighttime with remote control operation.

KDOT Reno, Nev.—Remote control permitted.

WBKW Beckley, W.Va.—Granted change of remote control authority.

Following stations were granted extension of completion date as shown: WMUB-TV Oxford, Ohio to Dec. 24, and WBOS-FM Brookline, Mass. to Sept. 30.

Actions of July 30

WTIG Massillon, Ohio—Granted assignment of license to Massillon Bcstg. Co., Inc.

KG2XEL Emporium, Pa.—Granted license covering increase in power; conditions.

WAME Miami, Fla.—Granted mod. of license to change name to Stephanie Wyszatycki tr/as WAME Bcstg. Co.

KBLU Yuma, Ariz.—Granted mod. of cp to move ant.-trans. location (same site); condition.

KDWD (FM) San Diego, Calif.—Granted authority to remain silent for period ending Sept. 23.

KJIM Fort Worth, Texas—Granted authority to sign-off at 7 p.m. CST, for month of August.

Actions of July 29

WWNS Statesboro, Ga.—Granted involuntary acquisition of negative control by each William W. and Donald O. McDougald through transfer of stock from William W. McDougald, as Executor of estate of J. Horace McDougald, deceased, to WWNS, Inc.

WCSC-TV Charleston, S.C.—Granted li-

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cense covering changes in tv station; ERP vis. 77.26 kw, aur. 81.76 kw.

WLEX-TV Lexington, Ky.—Granted license covering changes in tv station.

K7OBC, K76AJ Twentynine Palms & Marine Corps Base, Calif.—Granted cps to change remote control point of tv translator stations.

W73AC Clarks Summit, Pa. —Granted mod. of cp to change ERP to 269 w to include Dalton and Waverly, Pa., in principal community and change transmitter location and remote control point of tv translator station.

KFMU Los Angeles, Calif.—Remote control permitted.

Actions of July 28

WBCI Williamsburg, Va.—Granted assignment of cp to Williamsburg Bcstg. Inc.

WGML Hinesville, Ga.—Granted acquisition of positive control by Roscoe Denmark through purchase of stock from Paul H. Sikes.

W81AB Hillcrest & Chenango Bridge, N.Y. —Granted license for tv translator station.

KAJI Little Rock, Ark.—Granted Mod of license to change name to Helmer, Inc.

KVOW Littlefield, Texas—Granted mod. of license to change name to J.C. Rothwell, Ruth Kennedy and J.B. McSham d/b under same name.

WBBM, KNX, KCBS Chicago, Ill., Los Angeles, Calif., and San Francisco, Calif.—Granted cps to install new transmitter as auxiliary transmitter, change type transmitted and power to 10 kw; without prejudice to such further action as Commission may deem warranted as result of final determinations with respect to (1) report of the Network Study Staff: (2) related studies and inequities now being considered or conducted.

KPQ Wenatchee, Wash.—Granted cp to replace expired permit which authorized installation new trans. as an auxiliary trans.; remote control permitted.

KBCO (FM) San Francisco, Calif.—Granted Mod. of cp to increase ERP to 50 kw and change type trans.; ant. 810 ft.

KREX-FM Grand Junction, Colo.—Granted Mod. of cp to increase ERP to 3 kw, change ant. height to —42 ft., and install new ant.; conditions.

KCOR San Antonio, Tex.—Granted authority to transmit baseball games to station XEK, Nuevo Laredo, Mex. on July 28, 29 and 30.

Following stations were granted extension of completion date as shown: KINK Phoenix, Ariz. to Sept. 15. WLES Lawrenceville, Va. to Nov. 15, KRKO Everett, Wash. to Dec. 10 and WGHJ-FM Lawrence, Mass. to Dec. 3.

Actions of July 27

KEYC-TV Mankato, Minn.—Granted acquisition of postitive control of KNUJ, Inc. (controlling stockholder of permittee) by Walter K. Mickelson through sale of stock from Monte Appel to KNUJ, Inc. and retirement to treasury.

KZIP Amarillo, Texas—Granted assignment of licenses to David P. Pinkston, Ray Winkler and Leroy Elmore, d/b under same name.

KTIX Seattle, Wash.—Granted relinquishment of positive control by Hugh Ben LaRue through sale of treasury stock to Herbert M. Richards.

KSWB (TV) Elk City, Okla.—Granted extension of completion date to Sept. 21.

KANV Jonesville, La.—Granted request for cancellation of license; call letters deleted.

Action of July 24

KTCB Malden, Mo.—Granted authority to sign-off at 6 p.m., CST, for period ending Sept. 30.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on July 28

Scheduled hearings in following proceedings on dates shown: **Oct. 5:** Dawkins Espy for new FM station in Glendale, Calif. **Oct. 7:** AM applications of Pioneer Bcstg. Co., Spanish Fork, Utah, et al., Bald Eagle-Nittany Bcstrs, Bellefonte, and Suburban Bcstg Corp., State College, both Pa. **Oct. 9:** South Minneapolis Bcstrs, Bloomington, Minn.; **Oct. 12:** AM applications of Island Teleradio Service, Inc., Charlotte Amalie, St. Thomas, V.I., and WPRA, Inc. (WPRA) Guynabo, P.R.; WBUD, Inc. and Concert Network, Inc., for new FM stations in Trenton, N.J..

By Hearing Examiner Jay A. Kyle on July 29

Upon verbal request by Marshall County Bcstg Co., Inc., and with concurrence of all other counsel, scheduled further hearing for July 30 at 2 p.m., in proceeding on Marshall and Walter G. Allen for new AM stations in Huntsville and Arab, Ala.

By Hearing Examiner Millard F. French on July 29

By agreement of parties, scheduled further hearing for July 30 in Largo, Fla., tv ch. 10 proceeding.

By Hearing Examiner Thomas H. Donahue on dates shown

Granted petition by Inter-Cities Bcstg Co. for change of certain dates, without objection from any other party, and changed following dates governing future steps in proceeding on Inter-Cities application for new AM station in Livonia, Mich.: July 27 to Aug. 3 Inter-Cities non-engineering (Issue 3) direct written presentation to be furnished other parties and Examiner; Aug. 3 to Aug. 5 informal engineering conference; and Aug. 14 to Aug. 21 in event station WGAR Cleveland, Ohio, proposed to make rebuttal showing, showing will be reduced to writing and copies furnished other parties and Examiner (Action July 27).

Granted motion by Broadcast Bureau for various corrections to transcript in proceeding on applications of Nick J. Chaconas for new AM station in Gaithersburg, Md., et al. on own motion, corrected transcript (Actions July 28).

By Hearing Examiner Charles J. Frederick on July 28

On own motion, rescheduled hearing to commence on Sept. 21, now scheduled for Sept. 15, in proceeding on applications of Alkima Bcstg Co., for new AM station in West Chester, Pa., et al.

By Hearing Examiner Isadore A. Honig on July 28

Issued Order Governing Further Proceedings on applications of Richard L. DeHart for new AM stations in Mountlake Terrace, Wash., et al.; adjourned hearing until Oct. 21.

By Hearing Examiner Elizabeth C. Smith on July 28

Granted petition by Bert Williamson and Lester W. Spillane for continuance of prehearing conference from July 28 to Sept. 8 in proceeding on their application and that of Goleta Bcstg Associates for new AM stations in Goleta and Santa Barbara, Calif.

By Hearing Examiner Annie Neal Huntting on July 28

Granted petition by Mon-Yough Bcstg. Co. (WMCK) for extension of time to file replies to proposed findings of fact and conclusions of law by Broadcast Bureau in proceeding on Mon-Yough's AM application and that of Louis W. Skelly, Conneaut, Ohio and McKeesport, Pa.; time extended to August 17.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings in following proceedings on dates shown: **Oct. 5:** AM applications of Cookeville Bcstg Co., Cookeville, Tenn., et al.; **Oct. 7:** Applications of Eastern Idaho Bcstg. and Tele. Co., and Sam H. Bennion for new TV stations to operate on ch. 8 in Idaho Falls, Idaho (Actions July 29).

Dismissed request by Radio American West Indies, Inc., for oral argument on its petition to intervene in proceeding on application of Virgin Islands Bcstg. System for additional time to construct station WDTV (AM), Christiansted, V.I. (Action July 30).

Granted petition by Kanab Bcstg Co. for dismissal without prejudice of its application for new AM station in Kanab, Utah, and retained in hearing status remaining applications in consolidation (Action July 29).

By Hearing Examiner J. D. Bond on July 30

Scheduled prehearing conference for Sept. 9 in proceeding on AM application of High Fidelity Stations, Inc. (KPAP) Redding, Calif., and continued hearing scheduled for Sept. 9 to date to be fixed by subsequent order.

By Hearing Examiner Annie Neal Huntting on July 30

Issued statement and order following prehearing conference of July 22 setting forth agreements and requirements which shall govern course of proceeding on AM application of WMAX, Inc., Grand Rapids, Mich.

By Hearing Examiner Forest L. McClenning on July 29

On own motion, continued without date hearing scheduled for July 30 in proceeding on application of Seaside Bcstg Co., for AM facilities in Seaside, Oreg., pending disposition of request by Seaside for dismissal of its application.

By Commissioner Robert E. Lee on July 31

Granted petition by Huntington-Montauk Bcstg Co., Inc., for extension of time to Sept. 8 to file exceptions to initial decision issued in proceeding on its application and that of The Riverside Church in City of New York for new FM stations in New York and Huntington, N.Y.

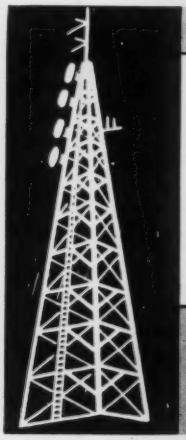
Granted petition by David M. Segal for further extension of time to Aug. 6 to file opposition to petition by Satellite Center Radio Co. for revision and enlargement of issues in proceeding on Segal's application and those of Denver Bcstg Co. and Satellite for new AM stations in Boulder, Denver, and Arvada, Colo.

Granted petition by Tampa Telecasters, Inc., for extension of time to Aug. 4 within which to take an appeal from Examiner's memorandum opinion and order of July 23 sustaining objections to Tampa Telecasters' Exhibits 24-29, inclusive, in Largo, Fla., tv ch. 10 proceeding.

By Chief Hearing Examiner James D. Cunningham on July 31

Granted petition by Seward County Bcstg. Co., Inc., for leave to intervene in proceeding on application of Dodge City Bcstg. Co. Inc., for new am station in Liberal, Kans.

Denied petition by John W. Davis (KPDQ), Portland, Ore., to change place of hearing from Washington, D.C., an Portland, in matter of assignment of licenses of AM station KPAM and FM station KPFM Port-



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land, from Bcstrs. Ore., Ltd., to Gospel Bcstg. Co.

By Hearing Examiner H. Gifford Irion on July 31

Scheduled a prehearing conference for Sept. 22 in proceeding on applications of Eastern Idaho Bcstg. and Television Co. and Sam H. Bennion for new tv stations to operate on ch. 8 in Idaho Falls, Idaho.

By Hearing Examiner Basil P. Cooper on August 3

Granted pleading by Armin H. Wittenberg, Jr., filed July 23, which supplants document previously filed on July 21, to correct the transcript and motion by Pasadena Presbyterian Church to correct transcript in proceeding on their applications for FM facilities in Los Angeles and Pasadena, Calif.: denied correction requested by Wittenberg at page 242, line 17.

By Hearing Examiner Annie Neal Huntting on July 31

Granted request by Miners Bcstg Service, Inc., for extension of time from Aug. 3 to Aug. 10 to file replies to proposed findings of fact and conclusions of law filed by Broadcast Bureau in proceeding on Miners' application and that of Valley Bcstg. Co. for AM facilities in Lehighton and Kingston, Pa.

NARBA Notifications

CANADIAN

List of changes, proposed changes, and corrections in Assignments of Canadian Broadcast Stations Modifying Appendix containing assignments of Canadian Broadcast Stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting.

630 Kc

CHLT Sherbrooke, P.Q.—5 kw, DA-1, Unl. Class III. Change in call letters from CKTS.

730 Kc

CKLG North Vancouver, B.C.—10 kw, DA-1, Unl. Class II. Now in operation with increased power and new frequency.

810 Kc

CFAX Saanich, B.C.—1 kw, ND, D. Class II. Assignment of call letters.

900 Kc

CKTS Sherbrooke, P.Q.—1 kw, DA-N, Uul. Class II. Change in call letters from CHLT.

920 Kc

CJCJ Woodstock, N.B.—1 kw, DA-1, Unl. Class 111. Assignment of call letters.

1060 Kc

CJLR Sillery (Quebec), P.Q.—5 kw, DA-1, Unl. Class II. Assignment of call letters.

1070 Kc

CKLG North Vancouver, B.C.—1 kw, DA-1, Unl. Class II. Delete assignment—vide 730 Kc.

1070 Kc

NEW Kamloops, B.C.—10 kw D, 1 kw N, DA-N, Unl. Class II. EIO 7-15-60.

1090 Kc

CHEC Lethbridge, Alta.—5 kw, DA-2, Unl. Class II. Assignment of call letters.

1110 Kc

CFML Cornwall, Ont.—1 kw, DA-D, D. Class II. Assignment of call letters.

1230 Kc

CHFC Fort Churchill, Man.—0.25 kw, ND, Unl. Class IV. Immediately—increase in power from 100 watts.

CKMP Midland, Ont.—0.25 kw, ND, Unl. Class IV. Assignment of call letters. Now in operation.

1290 Kc

CKSL London, Ont.—10 kw D, 5 kw N, DA-2, Unl. Class III. E10 7-15-60 (P.O. 1290 kc 5 kw DA-1).

1320 Kc

CKKW Kitchener-Waterloo, Ont.—1 kw, DA-2, Unl. Class III. Assignment of call letters.

1340 Kc

New Stettler, Alta.—0.25 kw, ND, Unl. Class IV. E10 7-15-60.

1460 Kc

CJNB North Battleford, Sask.—10 kw, DA-N, Unl. Class III. Now in operation with increased power.

MEXICAN

List of changes, proposed changes, and correction in assignments of Mexican broadcast stations Modifying Appendix containing assignments of Mexican Broadcast stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting January 30, 1941.

620 Kc

XEEF Tepic, Nayarit (change in location from Santiago Ixcuintla, Nayarit)—0.5 kw D, 0.25 kw N, ND, Unl. Class IV. To commence 12-12-59.

690 Kc

XEEO Monterrey, Nuevo Leon (correction in classification)—0.25 kw D, 0.25 N, ND, Unl. Class II. To commence 6-12-59.

760 Kc

XECO Zapopan, Jalisco (delete assignment)—0.5 kw, ND, D. Class II. To commence 6-12-59.

(Continues on page 105)

How the FCC radio processing line will be

The following applications, announced two weeks ago (BROADCASTING, Aug. 3), are on top of the standard radio processing line and are due to be considerd by the FCC staff. They will begin being processed on Sept. 5 and any new applications or changes in current applications that may conflict with this list must be filed by the close of business Sept. 4 in order to be considered with this group.

Applications from the top of the processing line:

BP-5827—NEW Wyandotte, Mich., Woodward Broadcasting Co. Req: 850kc, 5kw, DA-2, U.

BP-10737—KSIL Silver City, N.M., James H. Duncan, Has: 1340kc, 25w, U. Req: 1340kc, 250w, 1kw-LS, U.

BP-11553—NEW Kenmore, N.Y., Voice of Dixie, Inc. Req: 1470kc, 500w, D.

BP-11676—NEW San Antonio, Tex., Alamo, Broadcasters. Req: 1150kc, 1kw, DA, D.

BP-11817—NEW Hobbs, N.M., Clarence E. Wilson, Req: 1280kc, 1kw, D.

BP-11808—NEW Philadelphia, Pa., Continental Telecasting Corp. Req: 1410kc, 500w, DA, D.

BP-11907—NEW Price, Utah, Inland Empire Broadcasting Co. Req: 1050kc, 1kw, D.

BP-11916—WNSL Laurel, Miss., Voice of the New South, Has: 1260kc, 1kw, D. Req: 1260kc, 5 kw, D.

BP-12107—WNHC New Haven, Conn., Triangle Publications Inc., Has: 1340kc, 250w, U. Req: 1340kc, 250w, 1 kw-LS, U.

BP12142—KGDN Edmunds, Wash., King's Garden Inc., Has: 630kc, 1kw, D, Req: 630kc, 5kw, D.

BMP-8209—KGY Olympia, Wash., Tom Olsen, Has Lic: 1240kc, 250w, U., Has CP: Change antenna-transmitter location, etc. Req MP: 1240kc, 250w, 1 kw, U, Has CP: Change antenna-transmitter location, etc. Req MP: 1240kc, 250w, 1kw-LS, U.

BP-12145—WOL Washington, D.C., Washington Broadcasting Co., Has: 1450kc, 250w, U. Req.: 1450kc, 250w, 1kw-LS, U.

BP-12146—KQTV Everett, Wash., Walter N. Nelskog, Has: 1230kc, 250w, U, Req: 1230kc, 250w, 1 kw-LS, U.

BP-12148—WDNE Elkins, W.Va., Marja Broadcasting Corp., Has: 1240kc, 250w, U, Req: 1240kc, 250w, 1kw-LS, U.

BP-12151—KUDI Great Falls, Mont., Community Broadcasters, Has: 1450kc, 250w, U, Req: 1450kc, 250w, 1kw-LS, U.

BP-12158—KTTS Springfield, Mo., Independent Broadcasting Co., Has: 1400kc, 250w, U, Req: 1400kc, 250w, 1kw-LS, U.

BP-12160—WMVA Martinsville, Va., Martinsville Broadcasting Co., Inc., Has: 1450kc, 250w, U, Req: 1450kc, 250w, 1 kw-LS, U.

BP-12161—WJMA Orange, Va., Charlottesville Broadcasting Corp., Has: 1340kc, 250w, U, Req: 1340kc, 250w, 1kw-LS, U.

BP-12162—WINA Charlottesville, Va., Charlottesville Broadcasting Corp., Has: 1400kc, 250w, U, Req: 1400kc, 250w, 1kw-LS, U.

BP-12168—WMIS Natchez, Miss., Natchez Broadcasting Co., Has: 1240kc, 250w, U, Req: 1240kc, 250w, 1kw-LS, U.

BP-12169—WHSC Hartsville, S.C., Hartsville Broadcasting Co., Has: 1450kc, 250w, U, Req: 1450kc, 250w, 1 kw-LS, U.

BP-12170—WHSY Hattiesburg, Miss., Hub City Broadcasting Co., Has: 1230 kc, 250 w, U. Req: 1230 kc, 250 w, 1 kw-LS, U.

BP-12177—WHAT Philadelphia, Pa., Independence Broadcasting Co., Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U.

BP-12178—WRHI Rock Hill, S. C., York County Broadcasting Co., Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U.

BP-12179—KNUZ Houston, Tex., Veterans Broadcasting Co., Has: 1230 kc, 250 w, U. Req: 1230 kc, 250 w, 1 kw-LS, U.

BP-12185—KORE Eugene, Ore., Lane Broadcasting Co., Has: 1450 kc, 250 w, U. Req: 1450 kc, 250 w, 1 kw-LS, U.

BP-12186—WGAU Athens, Ga., Clarke Broadcasting Corp., Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U.

BP-12202—WTYS Marianna, Fla., Jack Howard Mann, Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U.

BP-12206—WCOS Columbia, S. C., WCOS, Incorporated, Has: 1400 kc, 250 w, U. Req: 1400 kc, 250 w, 1 kw-LS, U.

BP-12217—WOOW Greenville, N. C., WOOW, Incorporated, Has: 1340 kc, 250 w, U. (Washington, N. C.) Req: 1340 kc, 250 w, 1 kw-LS, U. (Greenville, N. C.)

BP-12219—WDSR Lake City, Fla., Deep South Radioways, Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U.

BP-12225—WKEY Covington, Va., Earl M. Key, Has: 1340 kc, 250 w, U. Req: 1340 kc, 250 w, 1 kw-LS, U.

BP-12230—WSOO Sault Ste. Marie, Mich., Hiawathaland Broadcasting Co., Has: 1230 kc, 250 w, U. Req: 1230 kc, 250 w, 1 kw-LS, U.

BP-12231—WKRZ Oil City, Pa., WKRZ, Inc., Has: 1340 kc, 250 w, L-WSAJ, Req: 1340 kc, 250 w, 1 kw-LS, L-WSAJ.

Applications Presently Under Study

BP-11432—NEW Ft. Myers, Fla., C. H. Packham, Req: 1580 kc, 1 kw, DA-Day.

Applications on which Section 309(b) letters have been issued:

BP-10504—WFYI Mineola, N. Y., WKIT Inc., Has. 1520 kc, 250 w, D. Req: 1520 kc, 10 kw, DA-D.

BP-11550—WFVA Fredericksburg, Va., Fredericksburg Broadcasting Co., Has: 1230 kc, 250 w, U. Req: 1250 kc, 1 kw, 5 kw-LS, DA-2, U.

BP-11554—WBRB Mt. Clemens, Mich., WBRB, Inc., Has: 1430 kc, 500 w, DA-D. Req: 1430 kc, 500 w, DA-D. (Change in DA)

BP-11845—NEW Oklahoma City, Okla., Sooner State Broadcasting Co., Req: 1210 kc, 10 kw, DA-D.

BP-11933—NEW Mt. Vernon, Wash., Columbia River Broadcasters Inc., Req: 1470 kc, 500 w, DA-D.

BP-12150—WOWL Florence, Ala., Radio Muscle Shoals Inc., Has: 1240 kc, 250 w, U. Req: 1240 kc, 250 w, 1 kw-LS, U.

BP-12176—WBIR Knoxville, Tenn., WBIR, Incorporated, Has: 1240kc, 250w, U, Req: 1240kc, 250w, 1kw-LS, U.

BP-12188—WJET Erie, Penn., The "Jet" Broadcasting Co., Has: 1400kc, 250w, U, Req: 1400kc, 250w, 1 kw-LS, U.

BP-12192—WHTC Holland, Mich., Holland Broadcasting Co., Has: 1450kc, 250w, U, Req: 1450kc, 250w, 1kw-LS, U.

BP-12200—WOLF Syracuse, N.Y., Civic Broadcasting Corp., Has: 1490kc, 250w, U, Req: 1490kc, 250w, 1kw-LS, U.

BP-12204—WINN Louisville, Ky., Kentucky Broadcasting Corp., Has: 1240, 250w, U, Req: 1240kc, 250w, 1kw-LS, U.

BP-12215—WKBO Harrisburg, Pa., Keystone Broadcasting Corp., Has: 1230kc, 250w, U, Req: 1230kc, 250w, 1kw-LS, U.

BP-12216—WMRF Lewistown, Pa., Lewistown Broadcasting Co., Has: 1490kc, 250w, U, Req: 1490kc, 250w, 1kw-LS, D.

BP-12218—WENK Union City, Tenn., Union City Broadcasting Co., Has: 1240kc, 250w, U, Req: 1240kc, 250w, 1kw-LS, U.

BP-12224—WEST Easton Pa., Associated Broadcasters, Inc., Has: 1400kc, 250w, U, Req: 1400kc, 250w, 1kw-LS, U.

Continued on page 105

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Immediate opening for experienced radio salesman in mid-west city—50,000 population. Good commission with guarantee. Box 995M, BROADCASTING.

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Salesman with proven sales record, top rated station, nicest town in San Joaquin Valley, wonderful schools including junior college. One hour to national parks. Want family man who would be part of community. Guarantee against fifteen percent commission. Station KONG, Visalia, California.

West Texas station has immediate opening in sales, some announcing preferred, but not essential, single market. Good opportunity for advancement. Contact Clint Formby, Partner-Manager, KPAN, Hereford, Texas.

Salesman. WTKO, Ithaca, New York. Top rated area station in recession-proof college town. Pleasant living. Send resume to WTKO, Ithaca, New York.

Announcers

Winter will be here before you know it then you will wish you had answered this ad. This is your opportunity to trade your overcoat in for a palm tree. Florida is calling, offering a swinging dj the finest working conditions, $125 per week to start and relaxation on the beach. Location? Not Miami, but between Miami and West Palm Beach. Air mail your tape and resume now and be the wise one who realizes that opportunity knocks but once. Box 698M, BROADCASTING.

Wanted: Top flight staff announcer. Good position open with outstanding mid-west station. Box 736M, BROADCASTING.

Experienced, versatile announcer good music station vicinity Cleveland. $125.00 plus opportunity to sell. Send tape and resume. Personal interview necessary later. Box 789M, BROADCASTING.

Opportunity for married staff announcer. Send resume. Network station, Texas. Box 897M, BROADCASTING.

1,000 watt "easy-swing", happy station-first in 150,000 market needs one dj, one first-ticket dj, and one newsman. Good, steady men with families who want to settle. $400. Box 921M, BROADCASTING.

Prefer an announcer with interest in local news. Good opportunity for right man. Single market, progressive west Texas station. Opening is immediate. Box 964M, BROADCASTING.

Up and coming announcer with top voice for excellent station in small Penna. city. Live sports experience helpful, not essential. Unusually pleasant living conditions lake area. Family man who likes small city life. Send resume, tape, photo if handy, recent earnings to Box 991M, BROADCASTING.

Wanted, good announcer-salesman. Salary and commission. Can grow with station W-Ky. 1 year experience, send tape. Box 109P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Announcer for radio-tv stations in major eastern market; no rock and roll or top 40; salary $125 base plus extra opportunities. Forward picture and tape with replies. Write Box 112P, BROADCASTING.

Experienced, livewire announcer desiring sales opportunity for more earnings. Personal interview required. KBUD, Athens, Texas.

$70 week plus opportunities for good, conscientious announcer in new 1,000 watt station. KCCR, Pierre, S. Dak.

Sportscaster for high school football and basketball play-by-play and combo staff announcer. Contact G.C. Packard, KTRC, Santa Fe, New Mexico.

Daytime independent has announcer opening. Send resume, tape, photograph, references to Box 606, Show Low, Arizona.

Announcer-engineer, first phone, little maintenance, security, excellent operation, pay; tape—KCOW Radio, Alliance, Nebraska, now.

The No. 1 sports station in the nation, KOCA, Kilgore, Texas has immediate opening for experienced football and basketball play-by-play man with sales ability. $75.00 weekly. Starting salary plus sales commission. Submit resume and tape.

Personable announcer-operator who really likes radio, people, small city. Send full information about yourself and audition tape to R.B. Cupp, Owner, KOFO, Ottawa, Kansas.

Wanted immediately, a play-by-play sportscaster. Prefer experience in college sports. Send tape, photo, and complete resume and background to Ric Webb, KOPR, Finlen Hotel, Butte, Montana.

Combo-staff announcer with first class ticket. No maintenance. Contact G.C. Packard, KTRC, Santa Fe, New Mexico.

Announcer, experienced for 5,000 watt full-time independent with strong local format near Philadelphia. Insurance, profit sharing, paid vacations, other benefits. WCOJ, Coatesville, Pennsylvania.

Immediate opening experienced "personality" dj. Send air check, photo, complete background Bill Frosch, WISH, Indianapolis.

Radio station needs announcer and announcer-copywriter. This is a progressive Michigan 5 kilowatter. State age, salary, qualifications. Enclose tape and picture. Only adult prestige programming. WJBL, P.O. Box 808, Holland, Michigan.

Need 2: (1) dj/sports for fast-paced am format. (2) 1st phoner for fm announcing, some maintenance. Growing chain. WTKO, Ithaca, New York. Full details.

Announcers! Paul Baron is now manager, Broadcast Department, Maude Lennox Personnel Agency, 630 Fifth Avenue, New York 20, N.Y. Tapes, registrations now being accepted for positions in many markets, for experienced broadcasters.

Needed: Complete staff for new station opening soon, Conneaut, Ohio. Combo men, announcers, salesmen, copy, send resume: Lou Skelly, 3808 Chaucer Lane, Youngstown, Ohio.

Versatile, topgrade news-music announcers sought for local and regional network staffs. No dj's. Write Ed Robbins, Herald Tribune Radio Network, 440 Lexington Avenue, Mt. Kisco, N.Y.

Help Wanted—(Cont'd)

Technical

Wanted: experienced engineer. Take complete charge engineering department. Excellent position for right man. Box 735M, BROADCASTING.

Chief engineer-announcer-production man. Want to live on Florida's beautiful gulf coast where blue skies and blue waters are always warm? Area's most progressive station needs tip-top man. $85 per week to start. Send background and tape to Box 985M, BROADCASTING.

Engineer for combination engineering-announcing at progressive central Pennsylvania 1000 watt day-timer. Immediate opening. Send resume, references, tape and salary expected to Box 987M, BROADCASTING.

5 kw station in New England looking for engineer-announcer. Send resume, references, salary expected and sample tape, immediately. Box 115P, BROADCASTING.

Immediate openings on west coast for 1st phones. Box 812, Eureka, California.

Engineer-newsman, 1st class ticket, experienced. No loafers, drinkers or drifters. Man with plenty of hustle and good references. Personal interview, contact Jim Risner, Owner-Manager, Radio KRMS, Osage Beach, Mo.

Excellent opportunity for capable engineer-announcer. Ideal working conditions, top wages for right man. Send tape and resume. Manager, WBRD, Bradenton, Florida.

Experienced am-fm chief engineer, beginning salary $430.00 month. Very light announcing. Contact General Manager, S.A. Hasson, WROY, Carmi, Illinois with complete resume.

First phone-announcer, immediate opening, good salary WVOS, Liberty, N.Y.

Experienced first-class engineer for daytime kilowatt; mostly maintenance and a little light board work; phone Magnolia, Ark. CE 4-5862, Bill Bigley, General Manager.

Transmitter engineer, interest in maintenance and construction desirable. Excellent opportunities for advancement in group operation. Contact Personnel Director, Rollins Broadcasting-Telecasting, 414 French Street, Wilmington, Delaware.

Production-Programming, Others

News director. Leading independent in major market interested in trained radio news director. Must be skilled in modern news presentation and capable of directing news staff. Send biography, recent photo, salary expected. Box 903M, BROADCASTING.

Wanted: News editor with a minimum of two years experience in news gathering and announcing. Opening available, September 1, at Wisconsin 250 watt Mutual Network operation. Send letters and audition if you are interested. Box 923M, BROADCASTING.

Promotion-publicity girl for major New England network affiliate. Replies should include full resume and salary requirements. Box 973M, BROADCASTING.

Art director for large southern market radio-tv operation. Must be sharp, fresh and creative. Principal duties — preparation of commercial slides and sales promotion pieces. Salary open. Send resume, sample material and photo to: Box 106P, BROADCASTING.

Immediate opening junior copywriter, girl preferred. Send sample copy, photo, background Bill Frosch, WISH, Indianapolis.

CAREER
OPPORTUNITIES IN VIDEOTAPE*
FOR

TV SPECIALISTS

(sales and technical)

• *Ampex Corporation's Professional Products Division needs qualified television industry specialists to help market the new VR-1000B Videotape* television recorder, camera and tv system.*

• *Heavy current demand and rapidly growing market potentials provide excellent opportunities for early advancement.*

• *Company benefits include fully paid medical and life insurance, travel protection, profit sharing and bonus plan. Liberal salary and expense account policies.*

POSITIONS AVAILABLE

(in **home office:** Redwood City, Calif.; in **district offices:** New York, N. Y., Hollywood, Calif., Atlanta, Ga., Chicago, Ill., Washington, D. C.)

Videotape* Recorder Sales Representatives

To sell recorders to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales. Supervisory experience desirable. College degree or equivalent.

Camera & TV System Sales Representatives

To sell complete Videotape* systems to men at top levels of management and engineering in TV broadcast and closed-circuit installations. Should have at least 5-yr. background in technical and/or program sales or program production/direction. Supervisory experience desirable. College degree or equivalent.

TV Systems Installation & Maintenance Engineers

To install and service VR-1000B recorders and TV cameras. Should have at least 5-yr. background in TV equipment maintenance with some supervisory experience. College degree or equivalent with emphasis in technical subjects.

TV Camera & Recorder System Engineers

To design and diagram Recorder system applications, including camera and other tie-in equipment. Should have at least 5-yr. background in TV station design engineering. Supervisory experience desirable. Engineering degree or equivalent.

For a personal interview, *please send detailed resume including references to: John K. Doolittle, Ampex Corporation, Personnel Department, 2400 Bay Road, Redwood City, California.*

934 Charter Street

AMPEX
CORPORATION
professional products division

Redwood City, Calif.

*TM Ampex Corporation

Offices and Representatives in Principal Cities Throughout the World

ANNOUNCING · OPPORTUNITY

AM-TV operation has top pay opening for top quality airman. Location . . . Pacific Northwest. Send details, employment data, references and tape to

Box 925M, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

$100 per week for program director in very attractive smaller market. Must be superior dj plus ability to create. Kentucky, Ohio, Indiana area. Station formulae but non-rock featuring promotional gimmicks and local news. Send tape of your dj plus complete job history and photo to Box 128P, BROADCASTING.

News. Excellent opportunity aggressive, experienced newscaster, reporter, and editor. Number one rated station, with live twenty-four hour news operation. Confidential. Send full information, when available, salary expected, small photo, and audition tape to Robert Wylie, P.D., WAKR, Akron 20, Ohio.

Wanted. Experienced newsman for radio-tv operations in nation's 30th market. Must be capable air man and writer experienced in gathering news by leg work and telephone. Send resume, tape and picture to Tom Frawley, WHIO, Dayton, Ohio.

Experienced newsman — wanted for large Roanoke tv-radio station. Must be hustler, clear-thinking. Needs ability to gather, write news well, plus air ability. Two years news experience. Address summaries to: Joe Moffatt, WSLS-TV, Roanoke, Va.

RADIO

Situations Wanted—Management

Aggressive broadcast executive with 18 years experience now available. Experience includes 13 years as working sales manager, and general manager in radio and television in medium and metropolitan markets. Extremely able, capable, best references, married, college graduate, age 43. Confidential Box 955M, BROADCASTING.

Individual has $25,000 downpayment. Interested in good situation. Write details. Confidential. Box 979M, BROADCASTING.

Have small market management experience. Now commercial manager in major market. Want to return to management in smaller market. Experienced every phase of radio. Ticket. Sober. Family. Box 983M, BROADCASTING.

Manager-chief engineer. 22 years broadcast experience, all phases including sales and announcing. Now employed. $10,000 minimum. Box 998M, BROADCASTING.

General/sales manager, successful in present position, seeks greater challenge and opportunity in medium market. Box 999M, BROADCASTING.

Patent applied for on new device called "work". 18 years in development. Inventor available as general manager strong competitive area. Box 111P, BROADCASTING.

Experienced general manager or commercial manager seeks new opportunity. Proven record. Box 118P, BROADCASTING.

Successful general manager small market seeking larger market. Formula radio programming expert, idea man, capable building top sales organization. 37, married, solid citizen, go anywhere. Require $1000 monthly with incentive arrangement. Box 132P, BROADCASTING.

Station manager, r/tv. Capable. Programming and sales. Proven record. Box 135P, BROADCASTING.

General manager-sportscaster. 14 years in management, sales, programming and major league play-by-play all sports. Currently employed. Box 141P, BROADCASTING.

Minnesota, Illinois, Wisconsin, Iowa, experienced sales manager, college, vet, family. 12505 State, Chicago 28, Illinois.

Sales

Opportunity to learn radio selling. Small or medium market. First phone. Box 978M, BROADCASTING.

Salesman. Young enough to switch to broadcasting. Good background. References. Box 138P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

C/w dj forced out by policy changes. Vet. First phone. Make offer. Box 913M, BROADCASTING.

New Yorker, 3½ years experience in all phases of radio-tv. Prefers program director's position, will accept staff work. Available immediately. Good references. Box 970M, BROADCASTING.

Negro dj. Smooth tape, will show talent, intelligent sales background. Box 972M, BROADCASTING.

Disc jockey, young, talented, intelligent, cooperative. News, operate board. Box 975M, BROADCASTING.

Experienced dj, air salesman, loves radio. Wants to work to top. Prefers shift that allows college work in south. Box 976M, BROADCASTING.

Announcer, first phone, 19. Want experience—go anywhere. Box 980M, BROADCASTING.

Experienced announcer seeks reentry. Intelligent, adult approach. Copy. Good appearance. Box 982M, BROADCASTING.

Country music dj. Desires new location. References, reliable, worker. Top rated. Box 989M, BROADCASTING.

Veteran sportscaster with top rated radio and tv shows desires good sports opportunity. Shows solidly commercial. 12 years experience. Excellent play-by-play baseball, basketball, football, boxing. Good interview technique. News and special events background. Presently employed but desire more challenging sports assignment. Box 990M, BROADCASTING.

College grad, speech-radio major. Strong news, commercial, record shows. Mature voice. Tape, best references on request. Box 997M, BROADCASTING.

Florida broadcasters: Thoroughly experienced all phases radio from symphony to c&w. Desire permanent location in my home state. Six years experience. Married. Depndable. Veteran. Box 100P, BROADCASTING.

Staff announcer. 5½ years present station, 100,000 population. Looking for creative and challenging work program director, public relations or tv production. Box 101P, BROADCASTING.

Beginner, combo, attended college, broadcasting school, give opportunity, tape, resume on request. Box 102P, BROADCASTING.

Experienced radio announcer, dj, single, presently employed, seeking larger market, preferably in mid-south. Box 103P, BROADCASTING.

DJ personality. Air salesman, not a screamer. First phone six years. Desire major market station. All replies answered. Box 113P, BROADCASTING.

Nine years with solid references. Knows standard and formula radio. Knows news and music, with good radio background. Veteran with college. Open for any type check. Box 120P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Three years at #1 station in top ten market. Rating-getting dj, knowledgeable news. Know modern radio. College graduate, 25. Box 126P, BROADCASTING.

Negro with first phone, and dj training, also ability to write commercial, and has sales experience, along with extensive engineering experience. Available immediately. Box 127P, BROADCASTING.

Number one rated for over two years in major market, dj with nine years experience ready for change. Background includes Storz and PD experience. Box 130P, BROADCASTING.

"Character" dj. Also capable "straight". Major markets only. Top earnings. Box 133P, BROADCASTING.

Announcer, young. Intelligence, determination, chief assets. Operate board. Tape available. Box 134P, BROADCASTING.

Thoroughly trained announcer in all phases of radio and tv. News-pop dj. Operate own board. Box 142P, BROADCASTING.

Want job thats tough to fill. All-around man. Bright dj. Strong news and believeable copy. 2 years New York area. Previous 6 years show biz looking for reasonable money with potential. Box 143P, BROADCASTING.

Warm, friendly approach, experience all phases. Desires larger market preferably N.E. Young, married, veteran, adaptable, cooperative. Box 144P, BROADCASTING.

New talent—finest training all phases announcing, good production. Married, vet. Box 145P, BROADCASTING.

Announcer, light but good experience. Desires late night, good pop, modern jazz show, please no screamers, top forty, tape, travel. Box 146P, BROADCASTING.

Announcer dj—operate board. Library experience. Steady, single and veteran. For tape and resume. Box 149P, BROADCASTING.

Staff announcer. Immediate. No local calls. Clarksburg, West Va. MA 2-8785.

Engineer, announcer graduate of Keegan Institute in Memphis. Family man thoroughly trained, $400.00, south or midwest. Charles Eddleman, Box 5, Memphis, Tenn. Phone JA 5-8896.

Let's go through the preliminaries by phone. If you will pay a reasonably substantial salary for outstanding man and wife team with personality, musical talent and general intelligence to hold late morning or early afternoon adult audience, phone Hollidaysburg, Pa., Owen 5-3044 or 4882 and speak to Peggy or Tom Eldridge.

Announcer first phone. Desires to relocate North Carolina, Virginia or south. Jim Jones, 505 Quincy, Commerce, Oklahoma, phone ORchard 5-4370.

First phone announcer. College and experience. Brad Melton, 5319 Rocky Ridge, Dallas, Texas. FR 4-7568.

Announcer - dj. Some experience. Thirty years on stage and radio as entertainer. Prefer small town southwest. Walter (Toby) Price, 1640 6th St., Santa Monica, California.

Situations Wanted—(Cont'd)

Announcers

SRT announcing graduate good news, friendly commercials, new ideas. Draft exempt. Young, free to travel. Rick Tutoli, 596 Wood Ave., Bridgeport, Conn.

Technical

Chief engineer, experienced, desires daytime station in south Florida. Reply Box 806M, BROADCASTING, or phone Cocoa, Florida, NE 6-1499.

Engineer, ten years experience part as chief; five at one station. Go anywhere, available immediately. Box 928M, BROADCASTING.

Engineer 1st class. Married, sober, reliable. 9 years experience. AM, fm, studio and transmitter, multiplex, remote control, construction. Maintenance on all equipment. Box 933M, BROADCASTING.

First phone. Experienced radio and tv for last eighteen years. Communication also. Last six years in stations. Prefer west. Box 971M, BROADCASTING.

Five years am chief wants transmitter shift. Reliable. No announcing. Box 988M, BROADCASTING.

First phone engineer. 12 years experience. 2½ as chief 250 watt thru 5000 watt including directionals. Available 2 weeks. Box 104P, BROADCASTING.

Chief engineer, family man, desires permanent position with station that offers job security in return for hard work, loyalty and 13 years experience in every phase of radio. Box 121P, BROADCASTING.

1st phone man with six years experience in radio and tv. Also some construction and maintenance. Available with two weeks notice. Box 125P, BROADCASTING.

First phone, desire transmitter duty near reputable college in radio or tv. Two years experience in both. Box 131P, BROADCASTING.

First phone desires employment. No experience. Seven years amateur radio. Douglas Stowe, P.O. Box 6763, Long Beach, Calif.

Production-Programming, Others

News director 18 years experience radio-tv. Currently employed. Experienced mobile units, setting up departments. Want right spot in central or southern California only. Box 912M, BROADCASTING.

Copywriter in progressive small town "good music" station wants position in metropolitan area. Write Box 937M, BROADCASTING.

Gal Friday—type, write copy, handle air work, train. Box 974M, BROADCASTING.

News-sportscaster: Available end of baseball season. 14 years experience in all play-by-play, news writing, airing, radio and tv. Two news awards last three years. Age 35, married, prefer west coast. Box 992M, BROADCASTING.

Experienced program director-announcer, seven years all phases. Desire station manager or similar position Maryland area. Box 107P, BROADCASTING.

—DISC JOCKEYS • • • Take a Giant Step—

• • • advance to Top Twenty Market With

50,000 Watts of WNOE The South's Top Independent

#1 by Hooper and Nielsen

Top salary plus outside opportunities other stations can't offer.

If you think you're good . . . Prove it by an airmail special up-tempo music and news air check to Bud W. Connell, WNOE, St. Charles Hotel, New Orleans, Louisiana.

Situations Wanted—(Cont'd)

Production—Programming, Others

Seven years experience in radio news gathering, writing, airing. Presently employed, would like to join a larger staff. Box 108P, BROADCASTING.

News, sports or program directorship. Medium midwest. 10 years experience all phases. Box 119P, BROADCASTING.

Newsman—fourteen successful years in broadcasting, jornalism degree. Want chance to do top job at adequate pay. Box 122P, BROADCASTING.

TELEVISION

Help Wanted—Sales

Experienced tv salesman for Chicago representative. Prefer man age 25-32. Box 170M, BROADCASTING.

Local sales manager—Low V station southeast in first 100. Experience must include record in local sales development, also sales presentation development and knowledge of tv operation. Salary plus incentives. Send full particulars, references, photo to Box 948M, BROADCASTING.

Announcers

Can a man over 35 find happiness as an announcer for a leading mid-west tv station? We think so. If you agree, write full details to Box 966M, BROADCASTING. Personal interview in Michigan absolutely necessary.

Announcer—Experienced, mature, able to sell on camera. Send resume, photo, tape and salary requirements. Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Technical

ETV engineer: to be in charge of microwave and new studio operations and maintenance; possibility of advance to chief; 2 years tv experience, 1st class, some college preferred. Send photo, how you can fit job, references to WJCT, 1070 E. Adams, Jacksonville, Fla.

Combination general sales manager with previous record in all phases of television station operation, management and sales. A most unique uhf station, excellent future prospects, ample capitalization, top salary for right man. Furnish resume and references. Write Captelco, 714 Crocker-Anglo Bank Building, Sacramento 14, California.

Expanding—Small Division of an international organization. Video tape recording tv maintenance engineers for checkout and/or R&D on video tape recorders. Mincom Division—3 M, 2049 So. Barrington Ave., Los Angeles 25, California.

Chief engineer for small-market tv station in southwest. Want man capable of maintaining studio and transmitter. Nice town, beautiful climate, pleasant working conditions. Contact Ed Talbott, 4648 Caples, El Paso, Keystone 2-6551.

Production-Programming, Others

Top quality program director wanted for tv station in major market, network affiliated, Pacific northwest. Want man who can get top ratings with film programs, and who is also strong in news direction. Unexcelled opportunity. Give full details of background and past record in first letter. All replies in strict confidence. Box 148P, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Staff artist. Must be fast and versatile—do set design, client art work, station promotion, ad layout. Excellent opportunity for creative expression and heavy live color operation. Major mid-west market, vhf. Looking for man to grow with new station. Box 941M, BROADCASTING.

Art director for large southern market radio-tv operation. Must be sharp, fresh and creative. Principal duties—preparation of commercial slides and sales promotion pieces. Salary open. Send resume, sample material and photo to: Box 106P, BROADCASTING.

Topnotch promotion director for major market TV station in beautiful north central region. Must have several years experience in all phases of tv audience and sales promotion and be a proven rating builder. Give full details of background in first letter. Replies confidential. Box 147P, BROADCASTING.

If you can write outstanding tv commercials, send samples to P.O. Box 144, Fresno, California.

TELEVISION

Situation Wanted—Management

Young executive seeks position as program manager or assistant to general manager with progressive management team. Desire relocation immediately to prepare for your fall campaign. Box 994M, BROADCASTING.

Sales

Salary secondary to television opportunity. I specialize in tough sales problems, am seeking challenging television sales managership. Top biller five years major eastern market, two years multi-station. Aggressive, hard working team player, late thirties, church member. Box 830M, BROADCASTING.

Announcers

Combo man, first phone, 19, eager to learn. Box 981M, BROADCASTING.

College grad tv-communications. Experience in all tv production jobs. Excellent camera personality, mature voice. Strong news, commercials. Writer. Knowledge film and sales. Photo, references. Tape on request. Will travel for interview. Box 996M, BROADCASTING.

News, special events. College, armed forces background. Young. Capable, versatile. Box 136P, BROADCASTING.

Technical

Chief engineer: Eleven years experience all phases tv operations. Excellent technical background, good administrative record. References and interview at your request. Box 110P, BROADCASTING.

Production-Programming, Others

Available September—Production manager. Eight years network experience. For resume and information write Box 849M, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Production assistant, 3 years experience in large market desires to relocate small market as production manager. College graduate, family, highest references. Salary open. Box 932M, BROADCASTING.

Director, presently employed—wants station with live programs. Box 938M, BROADCASTING.

Presently employed news director. Gather, edit, present news. Also 16mm camera. Play-by-play football. Want future. Box 977M, BROADCASTING.

ETV program director-manager. 8 years vhf, uhf, closed-circuit tv (commercial and educational). Experience includes art and film direction. MA degree (education), family man, 35. Want New England or midwest educational tv position. Salary open. Will teach part-time. Box 114P, BROADCASTING.

Young, ambitious copywriter wants to move up after two years experience producing copy that sells merchandise. Have portfolio. Will travel. Box 116P, BROADCASTING.

Director-announcer, 6 years all phases of production, presently employed D.C., 25, married, BA. Box 123P, BROADCASTING.

Writer-producer-director. Practical experience, local, regional. Creative, versatile. Box 137P, BROADCASTING.

News! Professional. Reporting. Commentary. Editor-director. Major city or overseas. Box 139P, BROADCASTING.

Television director—Available immediately. B.S. Radio-Television Indiana University. Experienced all phases. Complete personal history and references ready to send. David E. Rice, 625 West Washington Street, South Bend, Indiana. CEntral 3-2531.

FOR SALE

Equipment

Complete 25 kw tv transmitter channels 2-6. Also 25 kw tv power amplifier channels 7-13. Write for details. Box 922M, BROADCASTING.

Motion pix professional equipment: Auricon-pro 200' mag, VD sound. Sound and pix editing. Eastman cine-special. Ampex 351 portable with Rangertone. Bolex titler with effects. Complete accessories. All like new—private owner. Total cost apx. $9,000. Sacrifice for $5,900. Write for 3-page detailed list. Box 105P, BROADCASTING. Or call TR 4-0512, Atlanta, Georgia.

Berlant series 20 tape recorder in good condition. Charles Axton, KTOP, Topeka, Kansas.

5 kw transmitter Gates BC-5A complete with tubes and crystal in good operating condition. Currently on air at KYOK Houston, Texas. Price $6,000. Terms can be arranged. Stanley Ray, 5050 Baronne Street, New Orleans, Louisiana.

One Roberts 90 tape recorder; two Roberts 90-S stereo recorders; one Roberts A-90 stereo amplifier. Best offer! WFMQ, Chicago, Illinois.

435 Foot uniform cross section tower of 20 foot welded sections, 40 inch face, with lighting equipment, Lapp 9004 base and 8523 cone-type guy insulators. Tower used 1 year, on ground with new prime coat. Have new sections and plans to extend height to 540 feet. Wind loading 40 pounds. WOAI, San Antonio, Texas.

Two RCA TK20 Iconoscope film camera chains with usable tubes, less camera cables, power supplies and master monitors, $600.00 each. Two GE 16mm Syncrolite film projectors, $850.00 each. One GE PF-3C 3x4-inch slide projector, $400.00. Contact W. J. Kotera, WOW-TV, Omaha, Nebraska, phone WE 3400.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Two hundred foot galvanized Windcharger radio tower, perfect condition, ready for immediate shipment, $850.00. Two Lapp base insulators No. 10027 including light gaps in crates, new, take both $300.00. Phillips Tower Co., Inc., 124 E. Lachappelle Street, San Antonio 4, Texas. Telephone Capitol 6-4616.

FOR SALE—Kine Recording Heads with Magazines (with audio amps. and galvo's). Brand new. Six available for immediate delivery. Priced at $3750 each. Also—one Kine Recording Unit. Complete . . . unused . . . ready to operate. Priced at $7500. Write or call—Attention Mr. B. Presti.

EDUCATIONAL TELEVISION DEPT.
BROADCAST EQUIPMENT DIVISION

SARKES TARZIAN INC

east hillside drive • bloomington, indiana
edison 2-7251

FOR SALE

Equipment—(Cont'd)

Complete radio broadcasting equipment—RCA model 5 DX transmitter, 5 kw, now operating in good condition on 1150 kc. Includes three Blaw Knox self-supporting antenna, 223, 223, and 465 feet high, tower beacon equipment, transmission lines and couplers, monitoring and metering devices, and text equipment. Sealed bids will be opened at 2:00 P.M., CST, August 25, 1959. Address inquiries and requests for bid forms to Director of Business Affairs, East Baton Rouge Parish School Board, P.O. Box 2950, Baton Rouge, Louisiana.

For quick cash sale. Ampex tape duplicating master and 2 slaves. 1 year old. Perfect condition $7500. Terms will be discussed. Call Mr. Sirchio, TR 9-1111, New York City.

FM, am, tv transmitters, studio consoles cameras, everything in broadcast equipment. Urgently want 250w-10kw fm, am, tv, etc. Call Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N.Y.

WANTED TO BUY

Stations

Interested in small daytime or fulltime station or cp preferably in Florida or midwest. Box 986M, BROADCASTING.

Desire 50% or more of S.E. radio property. $15,000 down. Box 140P, BROADCASTING.

We believe Chapman Company can save you time, effort, and money in the sale of your station. A single meeting will outline this for you. Give us a call and "we'll come running." You will be under no obligation. You will then have additional information on which to plan the future. Chapman Company, telephone TR 4-7821, or write, 1182 West Peachtree, Atlanta 9, Georgia.

Equipment

Used mobile and base unit complete in good condition, licenseable. Effective radius at lease 30 miles. Prefer transistorized; other acceptable. Box 993M, BROADCASTING.

Wanted, several OP-6 and OP-7 remote amplifiers in good condition. Call collect Al Pierce, WBBM-TV, Chicago.

Used studio console in good condition. State make, model and price. Reply to John L. Knollman, C. E., WBRV, Boonville, N.Y.

A good used kilowatt fm transmitter, frequency monitor, donut-type antenna and 400-ft. of transmission cable. Will buy in package or separately. Contact Jonas Bridges, WKMT, Kings Mountain, N.C.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

MISCELLANEOUS

Foreign news assignments. Increase sales by flattering sponsors! Exclusive interviews, under your station call letters, with hometown dignitaries, businessmen visiting Europe. Rapid coverage by professional American broadcasters. Prospectus from Audio Facilities, Natex House, Langham Street, London. Cables Audiofax London.

MISCELLANEOUS

Ready for Fall? For discriminating sponsors, order custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

Washington correspondent offers telephone reports. $3 each, collect. Special assignments invited. Be placed on regular call list, write Sam Smith, 5324 Saratoga Ave., Chevy Chase, Md.

RADIO

Help Wanted—Sales

WANTED . . . FOR NEW SPARKS-RENO AREA DAYTIMER

1 KW—1270 KC—1 KW

To share in profits, no investment necessary except your ability.

— Sales Manager —

3—Disc Jockey Salesmen—3

Prefer people established in Reno area. Send replies, confidential to: Ed Jansen, Lakeside Broadcasters, 2020 East Charleston Blvd., Las Vegas, Nevada.

Help Wanted—(Cont'd)

Management

STATION MANAGERS

Here's a real opportunity for one who is strong on sales, willing to work and ambitious as to future. Must have had experience in both AM and FM and with knowledge of multiplexing. Northeast section of U.S. Good salary plus profit sharing. Further advancement as justified by results. Send photo, complete details, first letter. All replies confidential.
Box 908M, BROADCASTING.

Production-Programming, Others

NEWS EDITOR WANTED

If you know how to cover LOCAL NEWS. If you have experience—this is a fine position. We furnish car with 90 watt transmitter. No one with liquor problems wanted. ALSO — two good combo announcers with first class ticket. If you can do basketball and football, the salary will be higher in either of the two jobs. These positions open immediately. No maintenance. You must be a good air salesman and have pleasing personality. Tele.: Daytime, Gladstone 7-1194. Nighttime, Gladstone 9-5322. J.C. Jeffrey, WIOU, Kokomo, Indiana. Population 50,000—only station in city.

WANTED . . . $10,000—$15,000 RADIO PROGRAM DIRECTOR FOR GROUP OPERATION

This once-in-a-lifetime opportunity must be filled immediately. The person chosen for this important position will program for 6 or more radio stations and will have the following requisites:

1. **Thorough knowledge of radio production techniques.**
2. **Thorough knowledge of current and standard popular music.**
3. **Ability to achieve good ratings without the use of Rock N' Roll, "Chaos Radio" or other frenzied techniques.**
4. **Top quality voice and ability to run own show on air.**
5. **Administrative ability.**
6. **References of highest calibre which will bear up under close checking.**

The man chosen for this position is probably now employed and has not thought of making a move until he reads this advertisement. He will have the opportunity to work at the management level with one of the most aggressive broadcasting operations in the U.S. and will be located in the heart of the finest recreational area in the northwest.

If you know you are the man we want, write to us in detail, giving complete educational, employment and personal background, credit, business and personal references and a sample tape demonstrating some of your best work. If you care to include any program ideas you might have, we will be pleased to listen. No applications or material will be returned, so don't send valuable original papers. All applications answered by letter. Write to . . . Program Director, c/o Haley, Wollenberg, & Kenehan, 1735 DeSales Street, N.W., Washington, D.C.

Help Wanted—(Cont'd)

Production—Programming, Others

NOT REACHING YOUR AUDIENCE?

Experience and Capital Available

Top commercial programming, production and merchandising man (12 years experience), currently heading audio research project for major film corporation, seeks opportunity as key music and program director with possibility of substantial investment.

Wants solid affiliation with bonafide am/fm operation (station or group ownership) seeking "identification" through imaginative format. Wide national credits and proven commercial knowhow.

Situation must have good growth potential.

Box 117P, BROADCASTING.

Announcers

TOP FLIGHT DISC JOCKEY

Metropolitan Area Over One-Million

Please send pictures complete resume and tape to

Box 946M, BROADCASTING

TELEVISION

Help Wanted—Sales

TV ACCOUNT EXECUTIVE

Experienced in radio or tv local-regional sales. To take over top billing account list on one of the best CBS-TV stations in the Carolinas. This position offers good base, fringe benefits, and attractive commission arrangements that enable you to build your own future. **NO LIMIT ON EARNINGS.** We want a family man with sincere desire to work and make money. Your record must stand rigid investigation. Send complete details including sales record on local and regional accounts, with photograph to: Box 968M, BROADCASTING.

FOR SALE

Equipment

WEATHER • RADAR

Raytheon 10 CM 275 KW Output PPI Presentation 4, 20, 80 mile range. In use today by several broadcast stations. Complete with instruction books and instal. diags. In new factory condition. Picks up clouds at 50 miles. $950.

Westinghouse 3 CM 40 KW Output PPI Presentation. ½, 2, 10, 40 plus mile range. Complete in new factory condition with instruction books and spares. $2200.

General Electric Automatic Tracking Radar 10 CM. 275 kw. Will track clouds, storms, hurricanes, etc., automatically or by hand control, up to 200 mile range. Complete in trailer van 25 ft. long (Its own building!). Price and details on request. Used by Air Force and weather bureau.

RADIO—RESEARCH INSTRUMENT CO.
550 5th AVENUE
NEW YORK 36, N. Y.

WANTED TO BUY

Stations

WANTED

Small fulltime, single market station with potential. May be losing money.
Box 956M, BROADCASTING.

WANTED

Station in first 100 Markets

By executive vice president of major radio station chain—substantial cash for down payment. Partnership or lease will be considered.

Box 150P, BROADCASTING.

PERSONNEL SERVICE

FINGER ON THE PULSE

Experienced personnel for radio and television stations for U.S.A. and overseas.
Write, phone or wire
PAUL BARON, Manager Broadcast Dept.
MAUDE LENNOX PERSONNEL SERVICE INC.
(Agency)
Rockefeller Center—630 Fifth Avenue
New York 20, New York
Circle 6-0276
Return postage required with audition tapes.

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- **Announcers TV & Radio**
- **Radio Disk Jockeys**
- **TV & Radio Engineers**

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

Looking for . . .
QUALIFIED BROADCASTERS?
A BETTER JOB?
Employers and Applicants Contact
DISK JOCKEY
PLACEMENT CENTER, INC.
Agency Specializing in
BROADCASTING • ADVERTISING
PERSONNEL
TONY JAMES, *Managing Director*
100 West 42nd Street, New York 36, N.Y.
TWX-N.Y.-1-4059
or Telephone WIsconsin 7-6322
(Enclose return postage with tapes)

Miscellaneous

Media Investments Company
6381 Hollywood Blvd.
Los Angeles 28, Calif.
Specializes in serving the general financial needs, buying and selling of stock, floating issues for purchase or expansion of radio and TV businesses.

LOVELY DOGWOOD TREES:

Finest of native trees is Cornus Florida—(White Flowering Dogwood). Cover your property with them at this fantastic price: 3 to 4 feet; 25 for $20.00; 100 for $65.00, 200 for $110.00.

ORNAMENTAL EVERGREENS:

Canadian Hemlock, Rhododendron Maximum, and Mountain Laurel. 2 to 3 ft. 25 for $20.00, 100 for $65.00, 200 for $110.00. Limited Offer. So **RUSH** your order TODAY. Will make shipment when same is wanted.

W. R. McGuire
Milligan College, Tenn.

STATIONS — FOR SALE

1000 WATT DAYTIMER

Georgia town of 5000. Price $50,000.00 with $20,000.00 down. Valuable Real Estate included.

Box 894M, BROADCASTING.

ARIZONA
Secondary Market

Ideal climate. Number One in area. 1000 watts daytimer. Terms.
Box 910M, BROADCASTING.

500 WATT DAYTIMER

in a top market with wonderful potential. $150,000 including acreage in real estate. Transmitter remoted.

Box 124P, BROADCASTING.

FLORIDA EAST COAST FULLTIME STATION

Located in one of Florida's fastest growing communities. *"Better Move Fast On This One."*
Box 129P, BROADCASTING.

Fla.	Single	500w	$50M	Terms
N.Y.	Single	1kw-D	90M	Cash
S.C.	Single	1kw-D	48M	Terms
Fla.	Small	5kw-D	115M	Terms
Wash.	Small	1kw-D	95M	Terms
Pa.	Second	1kw-D	100M	Terms
N.C.	Second	250w	78M	Terms
Cal.	Second	500w	175M	Terms
Tenn.	Medium	250w-F	85M	Terms
La.	Medium	1kw-F	158M	Terms
Ky.	Medium	1kw-F	175M	Terms
Mich.	Medium	1kw-F	250M	Terms
Miss.	Metro	1kw-D	98M	Terms
N.E.	Monop.	250w	135M	Terms
Rocky	Metro	10kw	235M	Terms
Fla.	Large	250w-D	250M	Terms
S.E.	Major	5kw-D	225M	Terms
S.W.	Small	AM-TV	275M	Terms
S.E.	Small	VHF-TV	450M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

HASKELL BLOOMBERG
Station Broker, Lowell, Mass.

New England — $60,000; $185,000; $250,000; $500,000. Florida — $50,000; $200,000. North Carolina — $70,000; $135,000. Utah — 325,000. Colorado — $225,000; $300,000. Texas — $400,000; $500,000. Pennsylvania — $125,000; $160,000. Alabama — $225,000. Mississippi — $215,000. Tennessee — $175,000. West Virginia — $60,000. PLEASE WRITE

FOR SALE
RADIO STATION

One of finest in large Mid-South city gross $450,000, nets $200,000, very valuable real estate included in sale. Studios and transmitter located within 1 mile of downtown. This market one of largest in country. Owner states he has taken out $200,000 a year for himself for several years. Favorable terms.

TV STATION-VHF

One of finest Southern city, billings $50,000 per month and growing, in one of wealthiest markets of country. Very valuable real estate goes with deal as transmitter, building and studios are owned by stations.

DAVID JARET CORP.
Established 36 years
150 Montague St. Brooklyn 1, N. Y.
Phone ULster 2-5600

Texas Daytimer, excellent medium market. Making money. $95,000 with $27,000 down. To BUY or SELL a radio or TV station, contact PATT McDONALD, BOX 9266, AUSTIN, TEXAS. GL. 3-8080.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

(Continued from page 98)

770 Kc

XETG Lagos de Moreno, Jalisco (change in call letters from XELM)—0.15 kw, ND, D. Class IV. To commence 6-12-59.

790 Kc

XEVA Villahermosa (new) **Tabasco**—2 kw, ND, D. Class III. To commence 12-12-59.

1240 Kc

XELM Tuxtla Gutierrez, Chiapas (change in call letters from XETG)—1 kw D, 0.25 kw N, ND, Unl. Class IV. To commence 6-12-59.

1150 Kc

XEGE Mexicali, Baja California (change in freq. from 1570 kc)—1 kw, ND, D. Class III. To commence 12-12-59.

1270 Kc

XEKO San Luis Rio Colorado, Sonora (increase in power)—1 kw, ND, D. Class III. To commence 9-12-59.

1360 Kc

XELS Manzanillo, Colima (assignment of call letters)—1 kw D, 0.1 kw N, ND, Unl. Class IV. To commence 6-12-59.

1380 Kc

XEKV Villahermosa, Tabasco (change in call letters)—1 kw D, 0.5 kw N, ND, Unl. Class III-B. To commence 6-12-59.

1430 Kc

XELY Morelia, Michoacan (new)—1 kw, ND, D. Class III. To commence 12-12-59.

1440 Kc

XETZ Tequila, Jalisco (new)—1 kw, ND, D. Class III. To commence 12-12-59.

1460 Kc

XEET Etla, Oaxaca (new)—1 kw D, 0.15 kw N, ND, Unl. Class IV. To commence 12-12-59.

1490 Kc

XESK San Blas, Nayarit (new)—0.25 kw, ND, Unl. Class IV. To commence 12-12-59.

1600 Kc

XEZK Tepatitlan, Jalisco (new)—0.25 kw, ND, Unl. Class IV. To commence 12-12-59.

License Renewals

Following stations were granted renewal of license on July 29: KAWL York, Nebr.; KJCK Junction City, Kans.; KJLT North Platte, Nebr.; KNCO Garden City, Kans.; KUDI Great Falls, Mont.; KWRW Guthrie, Okla.; WEEK Peoria, Ill.; WRSW Warsaw, Ind.; WMUB (FM) Oxford, Ohio; KTOP Topeka, Kans.; KTUL Tulsa, Okla.; WJJD & aux., Chicago, Ill.; WYDE Birmingham, Ala.; KFDM Beaumont, Texas; KTRM Beaumont, Texas; KENS San Antonio, Texas; KADO Marshall, Texas; KBUS Mexia, Texas; KDDD Dumas, Texas; KGKB Tyler, Texas; KHUZ Borger, Texas; KIOX Bay City, Texas; KOME Tulsa, Okla.; KOOO Omaha, Nebr.; KRMG Tulsa, Okla.; KTMC McAlester, Okla.; KTRI Sioux City, Iowa; KUDY Littleton, Colo.; WOKY & aux. Milwaukee, Wis.; WOW & aux. WOW-TV Omaha, Nebr.; K70BC Morongo Basin TV Club, Inc.; Twentynine Palms & Marine Corps Base, Calif.; KJET Beaumont, Texas; KNEL Brady, Texas; KNIT Abilene, Texas; KNOK Ft. Worth, Texas; KNUZ & alt. main Houston, Texas; KOKE Austin, Texas; KPAN Hereford, Texas; KRUN Ballinger, Texas; KSAM Huntsville, Texas; KSYD Wichita Falls, Texas; KVOZ Laredo, Texas; KWED Seguin, Texas; WACO & aux. Waco, Texas; WRR & aux. Dallas, Texas; KDNT-FM Denton, Texas; KFMK (FM) Houston, Texas; KENS-TV San Antonio, Texas; KRLD-TV Dallas, Texas; KSYD-TV Wichita Falls, Texas; K72AO Jackson Hole Translator, Inc., Jackson, Wyo., K76AJ Morongo Basin TV Club, Inc., Twentynine Palms & Marine Corps Base, Calif.; W70AB Conewango Valley Television Inc., North Warren, Pa.; W78AA Frostburg Community TV Inc., Frostburg, Md.; KWRE Warrenton, Mo.

ESSO RESEARCH works wonders with oil

Nice weather for Butyl tires, too!

Tires of Butyl stop faster on wet roads than others do on dry. This new, proved miracle rubber—developed by Esso Research—outperforms in other ways, too. Butyl tires are squeal-free even on the sharpest turn. They age better—won't crack. They absorb thumps and bumps, cushioning the road and adding greater comfort to your ride. Once again, **ESSO RESEARCH** *works wonders with oil.*

OIL'S FIRST CENTURY—BORN IN FREEDOM WORKING FOR PROGRESS

ESSO

OUR RESPECTS TO . . .

Van Beuren Wright De Vries

Every week Troop 530, Boy Scouts of America, gets a lesson in signaling at the Deerhurst United Presbyterian Church in Kenmore, a suburb of Buffalo, N.Y. The teacher is an electronic and teaching pro—Van Beuren De Vries, vice president of Transcontinent Television Corp. and general manager of WGR-AM-TV Buffalo.

Van—and that's the easy way all his associates handle the five-ply name—is an old key-pounder from the Merchant Marine so he knows his dots and dashes. He's also ex-Prof. De Vries, a title he received as a member of the teaching staff of American U., in Washington.

The year 1959 is a significant one for the WGR stations. It marks, besides the fifth tv birthday, the addition of fm (scheduled next month), a new 742-foot tower that will spray the video signal over a wider area, and finally an administrative benchmark—five years of Van Beuren De Vries.

Van went to WGR June 1, 1954, as program manager, helping Joe Bernard, then general manager, put the tv operation on the air. When Transcontinent acquired the stations from WGR Corp. in 1957 in a stock swapping transaction and Joe Bernard went to KTVI (TV) St. Louis, he was upped to station manager and later was elected a Transcontinent vice president. Last January he became general manager of the stations.

Sacrifice Play • The Van Beuren De Vries story falls into two sharp categories—pre-electronic and electronic. A Brooklyn native (Aug. 28, 1912), he developed an adulation for the Dodgers that followed the club to Los Angeles and remains undimmed. He supplemented his rooting by playing at Adelphi Academy (catcher and captain) and in 1935 had a tryout with the Washington Senators. His mother wouldn't go for a break-in at Chattanooga, Tenn., though it was in a rather high echelon as minor leagues go, so young De Vries stuck to a scholastic career. He had enrolled at National U. Law School in Washington after receiving his political science degree at Williams College.

While attending law school he served variously as a copy boy at the *Washington Star*, public relations staffer, and at two trade organizations—United Typothetae of America and National Lumber Manufacturers Assn. He received his law degree in 1939. Law proved a bit disillusioning, his first connection amounting to more of a dunning and money-collecting role than a career as barrister.

Having dabbled with writing, he decided to freelance around Washington for publications including the *New York Journal of Commerce, Billboard, Film Daily* and a journal of the American Trucking Assn. Along came World War II and he wound up in the Merchant Marine at St. Petersburg, Fla. A transfer to Boston and the radio school put him into electronics. He became a "sparks" and served in campaigns in Africa, Sicily, Italy and France.

Shooting at the Moon • After the war he decided he would like a try at broadcasting, getting a job at WRC Washington as studio engineer. A few months later he joined WMAL, operating in the same building, as producer. This suited him better, since he had written some dramatic scripts and wanted to get into the programming end of the business. WMAL-TV was one of the early tv stations, going on the air in 1947. Tv fascinated Van and he found an outlet for production ideas. One of his gimmicks was a television moon-shot, done by tying a tv camera to a big telescope. The stunt worked out pretty good despite some uncooperative clouds.

Other highspots included handling of the 1949 Presidential inauguration coverage for ABC; election coverage; pooled telecast of Gen. Douglas MacArthur's parade on return from the Philippines.

An interesting 1947 diversion was the job of producing the Color Television Inc. demonstration during the FCC's 1947 color tv hearings. He handled the first closed-circuit telecast for civil defense preparedness and directed the first pooled Presidential telecast from the Oval Room of the White House. In the 1952 campaign he handled radio-tv for the Presidential nomination candidacy of Sen. Robert S. Kerr (D-Okla.); from 1951-53 he was WMAL-AM-TV production manager and wrote scripts for many network programs.

WGR STATIONS' DE VRIES
Buffalo chapter of Dodger fans

While at WMAL he taught dramatic writing and other broadcast topics at American U., being the only member of the university's communications faculty to hold the rank of professor.

Western Prep • In 1953 he left Washington for Rowley-Brown Broadcasting Co., operating KWFT-TV (now WSYD-TV) Wichita Falls, Tex., and KRTV-TV Little Rock, serving as assistant general manager. The Buffalo opening came in 1954 and he decided to move to his present connection.

Buffalo activities include board member of Buffalo Better Business Bureau and member of the Chamber of Commerce business development unit; Main Street Assn. of Buffalo; convention bureau; Buffalo and Erie County Planning Assn., and usher at Deerhurst United Presbyterian Church.

He married the former Marjorie Dampman of Baltimore. They have two children—Paul, 14, and Marguerite, 12.

Van is a sports fan and still roots for the Dodgers. At WGR-TV he formed a softball team, serving as coach and player. Lately he's been more coach than player and has played only one game this year. The station sponsors a little league team.

Besides sports, his social activities include Buffalo Athletic Club and Niagara Falls Country Club.

The WGR-TV fifth anniversary Aug. 14 will feature a one-hour production. Management of the radio-tv properties involves 143 employes and Van also handles package film purchases.

"I love it," he says. "There's something new every day."

He gets steamed up when he hears reckless or prejudiced criticism of television. "People sell television short," he explained. "There's enough trouble in the world without carping, ill-considered belittling of an entertainment medium that brings happiness to millions, and entertains the sick and the well. Tv is doing a good job of providing balanced programming for everybody."

EDITORIALS

Perils of prosperity

BUSINESS is brisk in television. During the first six months of 1959 the networks sold at a record clip 9% ahead of that for the first half of last year, and fall sales have been firmed up months earlier. Spot sales, seemingly certain to scale new peaks this year, are moving at such a pace that some agencies are beginning to wonder where their next minute availabilities are coming from. They are taking fresh interest in shorter announcements and longer commitments, and perceptive salesmen are doing what they can to rekindle this flame.

Several conclusions may be drawn from this sunny picture, not the least of which is that its sunshine does not fall equally on all stations. It is fundamental to the law of averages that some will fall back, sometimes for no easily apparent reason, while the rest move ahead. Nor does the run on spot minutes, dramatized in a Broadcast Advertisers Reports study detailed in this magazine two weeks ago (BROADCASTING, July 27), mean that all stations are sold out in this category, or even that it is impossible to buy minutes on leading stations. But business as a whole is good, minutes as a class are hard to find in large numbers and 20-second announcements, "sold out" only a few years ago, seem the biggest bet for buyers in the immediate future.

With this prosperity comes a danger. Advertisers and agencies, entranced by the one-minute length and the extra time it allows for selling, may push for minutes where none is available and stations, reluctant to turn down the money or otherwise offend good customers, may try to squeeze them in.

One answer, for the stations, is a new look at rates, particularly for 60-second announcements. Rate review is standard business practice when a product is in short supply, and many stations already have hiked the differential between 20-second and minute spots to reflect the greater selling time available in 60 seconds. We do not advocate helter-skelter raises, but assuming that a station's rates are in line with its reach, agency and advertiser are better served by having their messages spotlighted and protected, even if it costs a little more, than by having them appear in the clutter that will result if stations are pushed—or allow themselves to be pushed—into excessive commercialism.

Small market tv and catv

THERE'S no relief in sight for the small market telecaster who is fighting for survival against the community antenna operators.

The outlook for legislation to place cable stations under FCC licensing jurisdiction and control is bleak indeed. While a Senate Commerce Subcommittee seems sympathetic, the counterpart House committee hasn't yet scheduled hearings and there's little prospect that anything will be done in the closing weeks of Congress.

The FCC says realistically that without legislation its hands are tied. FCC Chairman John C. Doerfer personally argues that broadcasting, as private enterprise, cannot look to the government for relief from legitimate competition, whatever its nature. No matter how discouraging to the beleaguered telecasters, there can be no disputing the validity of this concept.

It cannot be argued, on the one hand, that broadcasting is free competitive enterprise, and, on the other, that it is entitled to economic protection. There is an exception, however, and that would be if the competition is unfair in the legal sense. Here the determination must come from the courts, unless the FCC is given such specific authority through a change in law. And if that should occur, there is serious question whether any form of broadcasting could properly claim the benefits accorded free, competitive enterprise. Free enterprise and economic risk run hand in hand. Public utility monopolies are given economic protection, but the price is rate-fixing and profit limitation.

There is one area, however, in which the FCC would appear obliged to act. "Free" broadcast stations, whether am, fm or tv, must under the law and FCC regulations, obtain permission of the originating station to rebroadcast its programs. Cable stations blithely pick up the best of the network programs of big city stations and feed them to subscribers for an installation charge and a monthly fee. It's either wrong to require "free" stations to get permission or wrong to allow cable stations to "rebroadcast" without permission.

The answer may come from two suits involving property rights now pending in Idaho and in Montana. Should the courts ultimately hold that networks and stations have property rights in the programs they produce or broadcast via syndication, the solution would seem assured. But litigation takes time—time the distraught small market broadcasters can't afford. There's no certainty what any court will do. Our own curbstone judgment is that cable transmissions do constitute "rebroadcasts" and that catv service is a public performance for profit of property belonging to others.

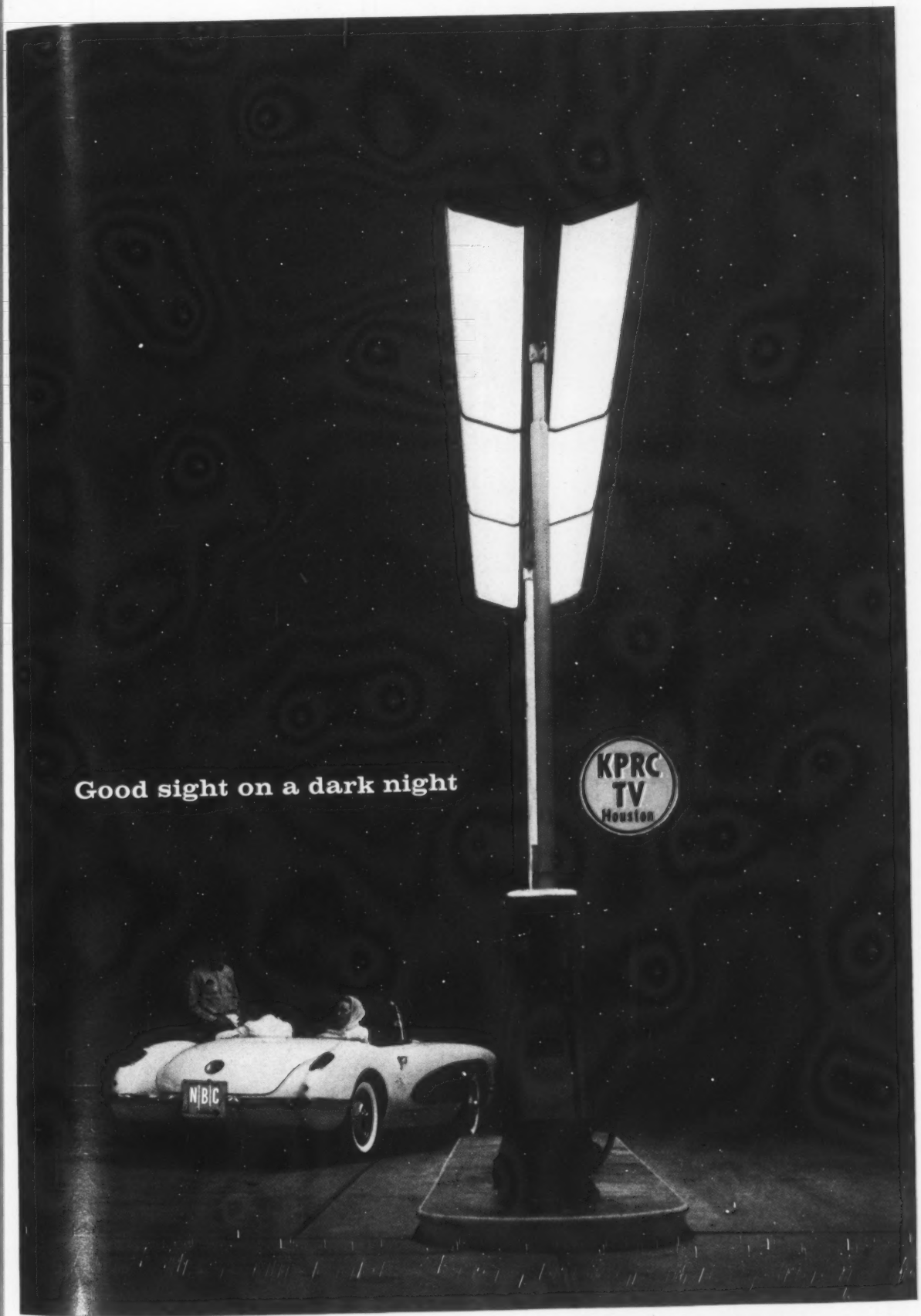
The cable companies have sought to offset the legislative thrusts of the sparsely populated western states with a formidable lobby of their own. They can afford it. While catv is not big business, it is obviously profitable. Testimony at the Senate Committee hearings last month cited 550,000 tv receivers served by about 750 catv systems in 44 states. If the average monthly rental were $5, the total annual income would be $33 million aside from installation fees.

As things stand, unless Congress intercedes, catv operators will continue to invade desirable fringe markets and the free tv stations will take it on the chin, or fold, as several have done. The public prefers free tv, but whether it's free or fee, the public isn't going to be denied service.

It is all most deplorable and depressing. These are the checks and balance of free competition. The alternative is public utility control.

Drawn for BROADCASTING by Sid Hix

"The man from the Television Code Board suggests you say cages instead of the cat house."



COURTESY OF THE GULF OIL CORPORATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES